



How to Do Everything Facebook Applications

By Jesse Feiler

McGraw-Hill Osborne Media. Paperback. Book Condition: New. Paperback. 330 pages. Dimensions: 9.0in. x 7.3in. x 0.9in. Create your own Facebook applications! With coverage of Facebook API, FBML, and FQL as well as MySQL and REST, *How to Do Everything: Facebook Applications* is a clear, start-to-finish guide to developing unique apps that run on Facebook Platform. Learn how to integrate Facebook applications with websites, blogs, and databases, and use your apps to sell a product and market a business, organization, or cause. You'll also discover how to provide entertainment and information to users while creating an advertising platform to make money. Get started quickly by downloading a pre-built, customizable Facebook application from the book's Facebook Page. Understand the Facebook Platform architecture, format web pages, and manage data using XML, XHTML, and CSS. Use PHP and FBML (Facebook Markup Language), work with the Facebook object, Facebook REST object, and Facebook API. Use FQL (Facebook Query Language), Mock-AJAX, FBJS (Facebook JavaScript), and Facebook MobileMaster. Design your application interface and implement utilities. Integrate MySQL or Data Store data. Add viral features including News Feed and Mini-Feed stories, notifications and requests, Share buttons, and favorites lists. Promote your business with Facebook Social Ads, Facebook Pages, and Facebook Beacon. This...



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