Preview A Theme Built For Publishers

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master the design techniques and practical skills needed to build shopify themes and make you and your clients profitable an increasing number of businesses use shopify and all of them need a well designed theme to turn visitors into customers designers and developers that can deliver such themes create value for their clients and customers and get paid accordingly written by shopify plus expert gavin ballard this book teaches you how to apply your existing web development skills to the development of shopify themes along the way we ll highlight the differences you will encounter and how you can use liquid shopify s templating language you will understand the key tools workflows principles and processes that help experienced shopify developers build amazing themes this book is the first dedicated to shopify theme development and is invaluable for any web or ecommerce professional looking to add shopify skills to their tool belt add it to your library today what you will learn use your existing web development skills to master shopify themes and new technologies like liquid and slate apply appropriate shopify principles to the design of ecommerce sites employ strategies and technical skills to get the most out of a shopify theme examine advanced workflow and deployment techniques for delivering shopify themes who this book is for this book assumes familiarity with common web technologies html css javascript but does not assume any significant prior knowledge of shopify themes anyone

with existing web design and development skills will find this book invaluable in bridging the knowledge gap when starting out with shopify theme development there s value for those more familiar with shopify themes as well whether it s learning some advanced workflow and deployment techniques becoming acquainted with shopify s brand new theme framework slate or just stepping back to consider ecommerce design principles at a higher level

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perhaps the most important architect ever to have worked in america peter harrison's renown suffers from the destruction of most of his papers when he died in 1775 he was born in yorkshire england in 1716 and trained to be an architect as a teenager he also became a ship captain and soon sailed to ports in america where he began designing some of the most iconic buildings of the continent in a clandestine operation he procured the plans for the french canadian fortress of louisbourg enabling massachusetts governor william shirley to capture it in 1745 this setback forced the french to halt their operation to capture all of british america and to give up british territory they had captured in india as a result he was rewarded with commissions to design important buildings in britain and in nearly all british colonies around the world and he became the first person ever to have designed buildings on six continents he designed mostly in a neo palladian style and invented a way of building wooden structures so as to look like carved stone wooden rustication he also designed some of america s most valuable furniture including inventing the coveted block front and introducing the bombe motif in america

he lived in newport rhode island and in new haven connecticut where he died at the beginning of the war of independence

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branded a cultural chernobyl and the tragic kingdom the euro disney resort has been on its own thrill ride since opening in 1992 the much publicized version of the magic kingdom gave europeans alcohol free mocktails surly employees even colors too muted for the disney image facing financial disaster was it any wonder that disney execs found themselves wishing upon a star for answers after so many knee jerk criticisms of euro disney this book combines firsthand experience and research to shed new light on claims that the park is nothing more than a form of american cultural imperialism andrew lainsbury a former euro disney employee who knows what the park meant to its visitors goes beyond media bites and academic scorn to examine europe s love hate relationship with euro disneyland and some of the undiscussed issues surrounding it once upon an american dream is a story of global capitalism on a grand scale lainsbury has plumbed company archives and interviewed key players to give readers the real view from le chateau de la belle au bois dormant sleeping beauty s castle he cracks open the euro disney controversy to reveal the park not as a tragic experiment in exporting american culture but the result of european efforts to import a popular form of american entertainment lainsbury tells how the walt disney company came to build a european park and locate it in france how political negotiations affected its design and development how it was promoted to continental audiences and what caused its widely publicized financial woes before being rescued by a real prince from saudi arabia he reveals what it took to win back the hearts of skeptical europeans such as serving wine selling flashy merchandise and placating disgruntled workers finally he looks into the magic mirror to speculate on the role of euro disney and the walt disney company in the twenty first century ultimately lainsbury shows that cultural imperialism is not an exclusively american phenomenon but a global corporate strategy and that global corporatism by needing to be responsive to consumers is so complex that it may not be as monolithic as feared once upon an american dream is a fairy tale for our times reminding us that for all the critical huffing and puffing the creation and marketing of pleasure is what euro disneyland is all about

a monthly journal for the musician the music student and all music lovers

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