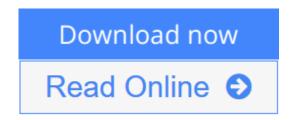# Web 2.0: Concepts and Applications (Desktop App Programming)

*By Gary B. Shelly, Mark Frydenberg*

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About the Author
Gary B. Shelly wrote and published his first computer education textbook in 1969. More than twenty million copies of Shelly Cashman Series' textbooks have been sold. Gary and a talented group of contributing authors have produced books on computer programming, computer concepts, and application software that are the leading textbooks in the computer technology market today. Gary has hosted the annual Shelly Cashman Institute, a week-long training event focusing on the latest topics in technology, for the past 34 years.

Mark Frydenberg is a Senior Lecturer of Computer Information Systems at Bentley University in Waltham, Massachusetts. He also serves as the Director of the university's CIS Learning and Technology Sandbox, a social learning space where students interact with technology and each other. Professor Frydenberg teaches courses in IT concepts, web development, and technology trends. His research focuses on flipped and collaborative learning and pedagogies for engaging students with technology. Professor Frydenberg frequently presents on teaching and learning with new technologies at conferences and training events throughout the US and Europe. He has also authored WEB 2.0 CONCEPTS AND APPLICATIONS, one of the many successful texts in the popular Shelly Cashman Series.

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