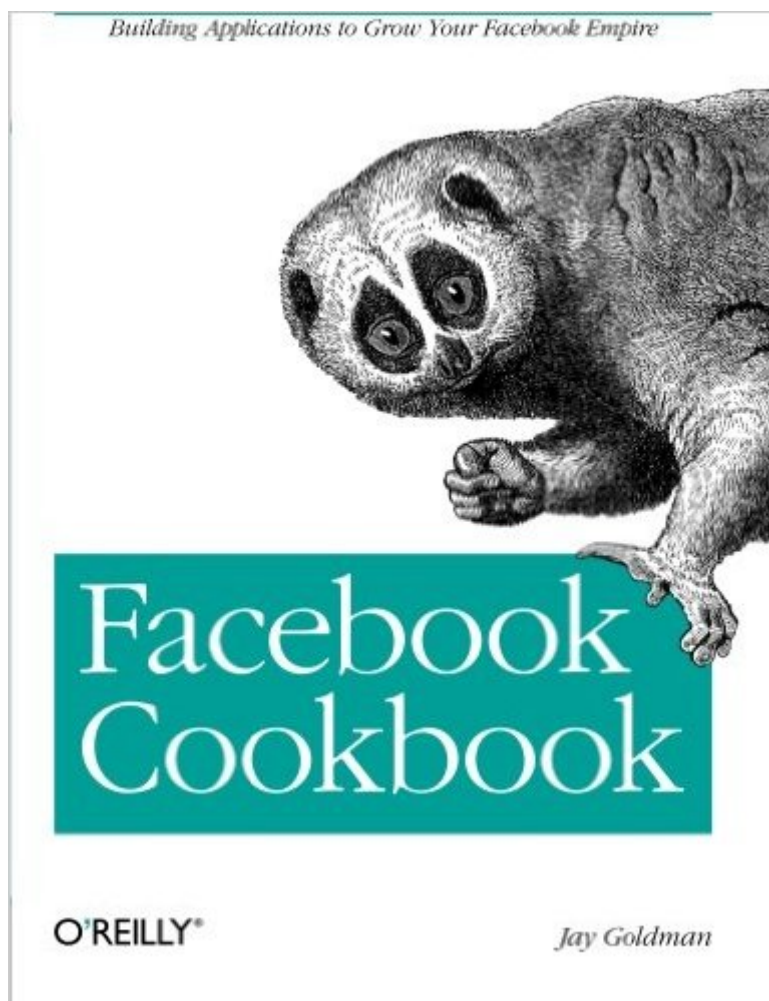# Facebook Cookbook: Building Applications To Grow Your Facebook Empire

Synopsis

Want to build Facebook applications that truly stand out among the thousands already available? In addition to providing easy-to-follow recipes that offer practical ways to design and build scalable applications using the Facebook Platform and its new profile design, this Cookbook also explains proven strategies for attracting users in this highly competitive environment. With plenty of examples and practical solutions, Facebook Cookbook answers some of the hardest questions Facebook application developers contend with -- including how and where to get started. This Cookbook will help you:Learn to build an application that scales to accommodate a sudden influx of usersExplore changes from Facebook's old profile design to the new look and feelTake advantage of new integration points in the new profile designGet tips for designing applications with hosting and deployment costs in mindDiscover which widgets and controls to use for building the most attractive user interface designLearn the differences between standard HTML, JavaScript, and SQL, and the versions used on the Facebook PlatformTarget large, defined groups on Facebook, including those who want to find jobs, hire employees, market a business, advertise, and moreIf you can build simple web applications with HTML, Facebook Cookbook will help you build applications with the potential to reach millions of users around the globe. Learn what it takes to design applications that stand above the rest.

Book Information

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Customer Reviews

Let me preface this review by stating that I'm not a coder, not a programmer, not even a designer

really. I am more of a creative thinker & people person, but I do have some experience with wireframing and user experience design. I wasn't sure how much of Jay's book was going to be over my head when I began, the Facebook platform interested me enough though, so I figured I could tough it out and learn some things along the way.Now that I've had a chance to read the book cover to cover, I have to say this book is amazing. There were very few instances where I found myself confused, or frantically googling to understand technical terms. Jay has done a terrific job of not getting overly technical and remaining 'reader/user friendly'. The toughest sections to read were a couple of the code examples, but even then, I found myself able to at least grasp what the code was doing thanks to the great explanations offered with each code snippet.The Facebook Cookbook is engaging, I even laughed out loud a few times at some of the lighter quips and comments made. The most upsetting thing for me as a reader, was to learn that Jay is a dog person, as opposed to the cat person I am! The use of guest cooks who offered some great insights into not only their creative processes, but also how they go about creating a recipe for success was invaluable to me.The most in depth portion of the book covers the brilliant FBML (Facebook Markup Language). While Jay is quick to suggest another book which documents FBML even more, this section is simply chock full of great insight & information about how Facebook has created their own super powerful version of HTML, which makes the job of any aspiring app developer SO much easier!

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