

Creating Channels with APIs (Paperback)

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Reviews

Excellent electronic book and helpful one. I could comprehended everything out of this published e book. I discovered this pdf from my i and dad suggested this book to discover. (Dr. Daphnee Homenick II)

CREATING CHANNELS WITH APIS (PAPERBACK)



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O Reilly Media, Inc, USA, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book. Many of the highest traffic sites get more than half of their traffic not through the browser but through the APIs they have created. (more than 50) and Twitter (more than 75 fall into this category. Ebay gets more than 8 billion API calls a month. Facebook and Google, have dozens of APIs that enable both free services and e-commerce, get more than 5 billion API calls each day. Other companies like NetFlix have expanded their service of streaming movies over the the web to dozens of devices using API. At peak times, more than 20 percent of all traffic is accounted for by Netflix through its APIs. Companies like Sears and E-Trade are opening up their catalogs and other services to allow developers and entrepreneurs to create new marketing experiences. Making an API work to create a new channel is not just a matter of technology. An API must be considered in terms of business strategy, marketing, and operations as well as the technical aspects of programming. This book, written by Greg Brail, CTO of Apigee, and Brian Mulloy, VP of Products, captures the knowledge of all these areas gained by Apigee, the leading company in supporting the rollout of high traffic APIs.

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