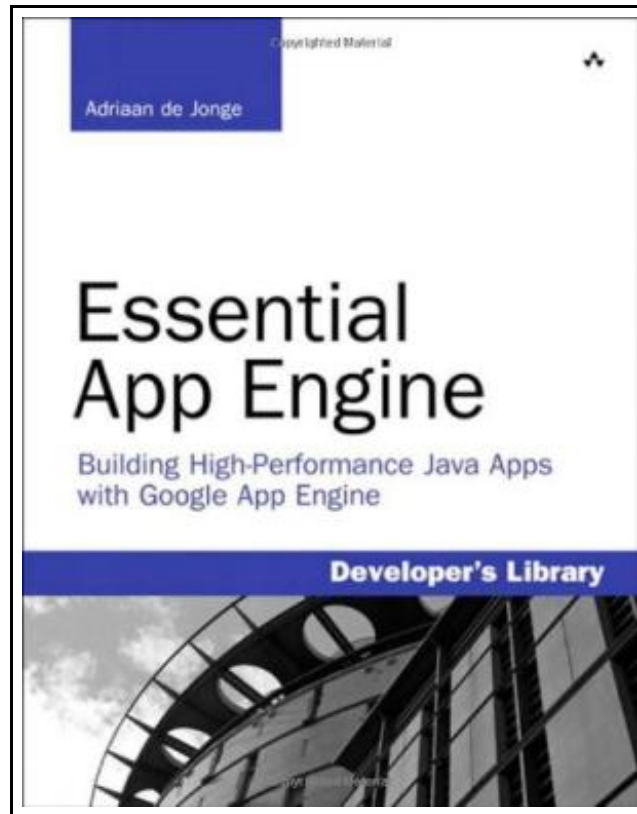


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- * Setting up a development environment that makes it easy to continually address performance
- * Understanding the anatomy of a Google App Engine application
- * Making the right technical setup and design choices for each new application
- * Efficiently modeling data for App Engine's NoSQL data storage
- * Recognizing when to avoid OR-mapping and pass datastore entities directly to HTML templates
- * Finding alternatives to frameworks and libraries that impair App Engine performance
- * Using JavaScript and AJAX on the client side of your cloud applications
- * Improving browser performance and reducing resource consumption via better use of HTML5 and CSS3
- * Taking advantage of key App Engine APIs: datastore, blobstore, mail, task scheduling, memory caching, URL retrieval, and messaging
- * Securing cloud-based Web applications with Google Accounts, OpenID, and OAuth
- * Improving your cloud development, quality assurance, and deployment processes
- * Targeting, marketing, and selling cloud solutions, from planning to payment handling.

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