Título:

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"The way the information is presented appeals to teachers, hobbyists, web designers_anyone looking for a way to enhance their content by using customized maps."
_Warren Kelly, Pastor

"It could become the de-facto tutorial volume for the subject, as well as the classic reference guide."
_Thomas Duff, Lead Developer

"This book is written so well and is so easy to follow it's a joy to go through."
_ Daniel McKinnon, Software Engineer

KML began as the file format for Google Earth, but it has evolved into a full-fledged international standard for describing any geographic content_the "HTML of geography." It's already supported by applications ranging from Microsoft Virtual Earth and NASA WorldWind to Photoshop and AutoCAD. You can do amazing things with KML, and this book will show you how, using practical examples drawn from today's best online mapping applications.

Drawing on her extensive experience with the creators of KML, Wernecke teaches techniques that can be used by everyone from programmers to real estate agents, scientists, students, architects, virtual explorers, and more.