Steps to Prepare Development Environment:

1. **Create a Google Cloud Platform Project:**
   - If you don't have one, create a project on the Google Cloud Platform.
2. **Ensure Python 2.7 Installation:**
   - Check if Python 2.7 is installed on your system by running `python -V`.
   - Note: Cloud SDK requires Python 2.7, but there's experimental support for Python 3.4+ for some tools.
3. **Download and Extract Cloud SDK:**
   - Download the appropriate archive for your operating system.
   - Extract the archive to your preferred location using `tar zxvf [ARCHIVE_FILE]`.
4. **Configure Path and Install Cloud SDK:**
   - If needed, adjust your `$PATH` variable to include Cloud SDK tools.
   - Optionally, run the install script using `./google-cloud-sdk/install.sh`.
   - Restart your terminal for changes to take effect.

Initializing the SDK:

1. **Run Initialization Command:**
   - Execute `gcloud init` at the command prompt.
   - To prevent launching a web browser, use `gcloud init --consoleonly`.
   - For non-interactive authorization, create a service account and activate it using `gcloud auth activate-service-account`.
2. **Authenticate with Google Account:**
   - Follow the prompts to log in with your Google user account.
   - Grant permission to access Google Cloud Platform resources when prompted.
3. **Select Cloud Platform Project:**
   - Choose a project from the list where you have appropriate permissions.
   - If only one project is available, it will be automatically selected.
4. **(Optional) Choose Compute Engine Zone:**
   - If Google Compute Engine API is enabled, select a default zone.
5. **Confirmation:**
   - Upon completion, gcloud confirms successful setup.

Core gcloud Commands:

1. **List Authenticated Accounts:**
   - View accounts with stored credentials using `gcloud auth list`.
2. **List Properties in Active SDK Configuration:**
   - Display properties in the active SDK configuration with `gcloud config list`.
3. **View SDK Installation and Configuration Information:**
   - Get a summary of Cloud SDK installation and configuration with `gcloud info`.
4. **Access Help Documentation:**
   - Explore gcloud commands and topics using `gcloud help`.
   - For specific commands, use `gcloud help [COMMAND]`.

Running a Program:

1. **Clone Sample Code:**
   - Clone the Python sample code repository using `git clone https://github.com/GoogleCloudPlatform/python-docssamples`.
2. **Navigate to Sample Directory:**
   - Change directory to the location of the sample app, typically `cd python-docssamples/appengine/standard/hello_world`.
3. **Run the Development Server:**
   - Start the development server by running `dev_appserver.py app.yaml`.

These steps should help you set up your development environment and run your application on Google Cloud Platform.