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Reviews

The ebook is straightforward in go through preferable to recognize. It typically does not charge too much. Its been designed in an exceptionally straightforward way and it is just following i finished reading this book where basically altered me, affect the way i really believe.

(Dr. Reta Murphy)

APP MARKETING: TOP MOBILE APP MONETIZATION AND PROMOTION STRATEGIES (PAPERBACK)



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Tru Nobilis Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Description Currently about 2 percent of all app developers can claim about 55 percent of all the revenue generated by apps each year. If you are looking for a way to break into this elite group, then App Marketing: Top Mobile App Monetization and Promotion Strategies is the book that you have been waiting for. While the early days of the app business meant a gold mine of innovative software and cheap apps that made money hand over fist, today's environment is very different than it was a decade ago. That doesn't mean there isn't still money to be made, however, as the app industry is expected to rake in nearly 78 billion dollars by the end of 2017. Today's market is the most competitive the app game has ever been which means in order to help your app rise to the top you are going to need to aggressively market it using every trick in the book. Luckily, this is the book and the tricks range from choosing the right business model to knowing the right types of platform specific strategies to take full advantage of the operating system you are releasing your app on. You will also learn tips and tricks related to finding the best ways of promoting your app and how to maximize your monetization options so that once you get your app out among the people you stand the greatest chance of turning a profit as possible. While the market may have changed since Apple first introduced the iPhone in 2007, the primary monetization strategies that were established early on are still in place. These are paid downloads, free downloads that are supported...



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