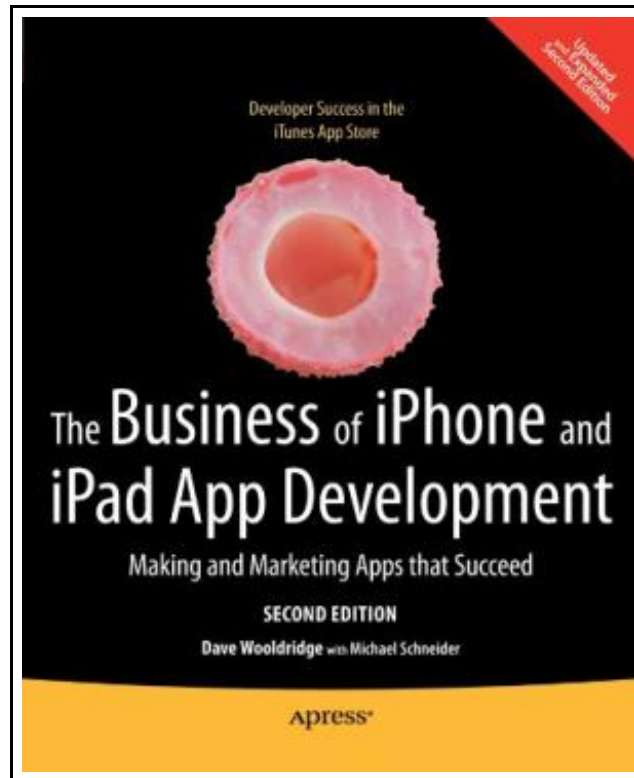


The Business of iPhone and iPad App Development: Making and Marketing Apps That Succeed



Filesize: 5.44 MB

Reviews

This is actually the best ebook we have read till now. Indeed, it can be enjoy, nevertheless an interesting and amazing literature. You will not feel monotony at whenever you want of the time (that's what catalogs are for regarding should you question me).
(Jamar Stracke)

THE BUSINESS OF IPHONE AND IPAD APP DEVELOPMENT: MAKING AND MARKETING APPS THAT SUCCEED

[DOWNLOAD](#)

Apress. Paperback. Book Condition: New. Paperback. 480 pages. Dimensions: 10.2in. x 8.2in. x 1.3in. The phenomenal success of the iPhone, iPad and the iPod touch has ushered in a gold rush for developers, but with well over 300,000 apps in the highly competitive App Store, it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your iOS app requires a lot of organization and some strategic planning. Updated and expanded for iOS 4, this bestselling book will show you how to incorporate marketing and business savvy into every aspect of the design and development process, giving your app the best possible chance of succeeding in the App Store. The Business of iPhone and iPad App Development was written by experienced developers with business backgrounds, taking you step-by-step through cost effective marketing techniques that have proven successful for professional iOS app creators perfect for independent developers on shoestring budgets. No prior business knowledge is required. This is the book you wish you had read before you launched your first app! What you'll learn Analyze your ideas and competition, and identify your audience to evaluate sales potential. Protect your business and intellectual property and avoid potential legal hassles. Transform your iOS app into a powerful marketing tool. Build synergy with in-app cross-promotion and social media, and Apples Game Center. Utilize revenue-generating business models such as in-app advertising and In-App Purchase. Includes extensive coverage of the iAd framework and the Store Kit API. Improve usability and implement effective testing. Create a pre-release buzz online with Twitter, Facebook, blogs, and a dedicated website. Successfully navigate the App Store submission process. Execute a post-release marketing strategy with press releases, app reviews, promotional sales and giveaways. Who this book is for This book is for any...



[Read The Business of iPhone and iPad App Development: Making and Marketing Apps That Succeed Online](#)



[Download PDF The Business of iPhone and iPad App Development: Making and Marketing Apps That Succeed](#)

Other Kindle Books



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

[Download ePub »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Download ePub »](#)



The Joy of Twins and Other Multiple Births : Having, Raising, and Loving Babies Who Arrive in Groups

Book Condition: Brand New. Book Condition: Brand New.

[Download ePub »](#)



California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download ePub »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download ePub »](#)