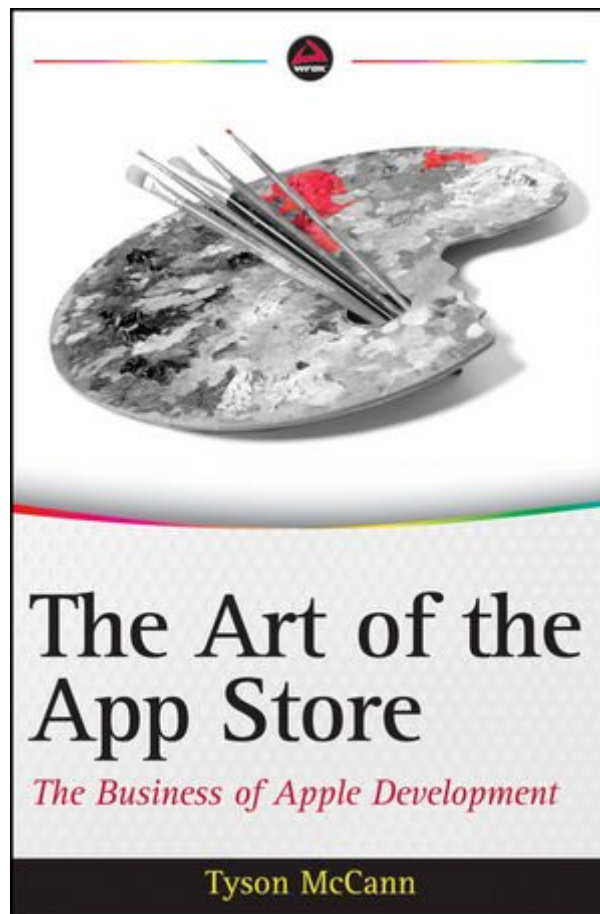
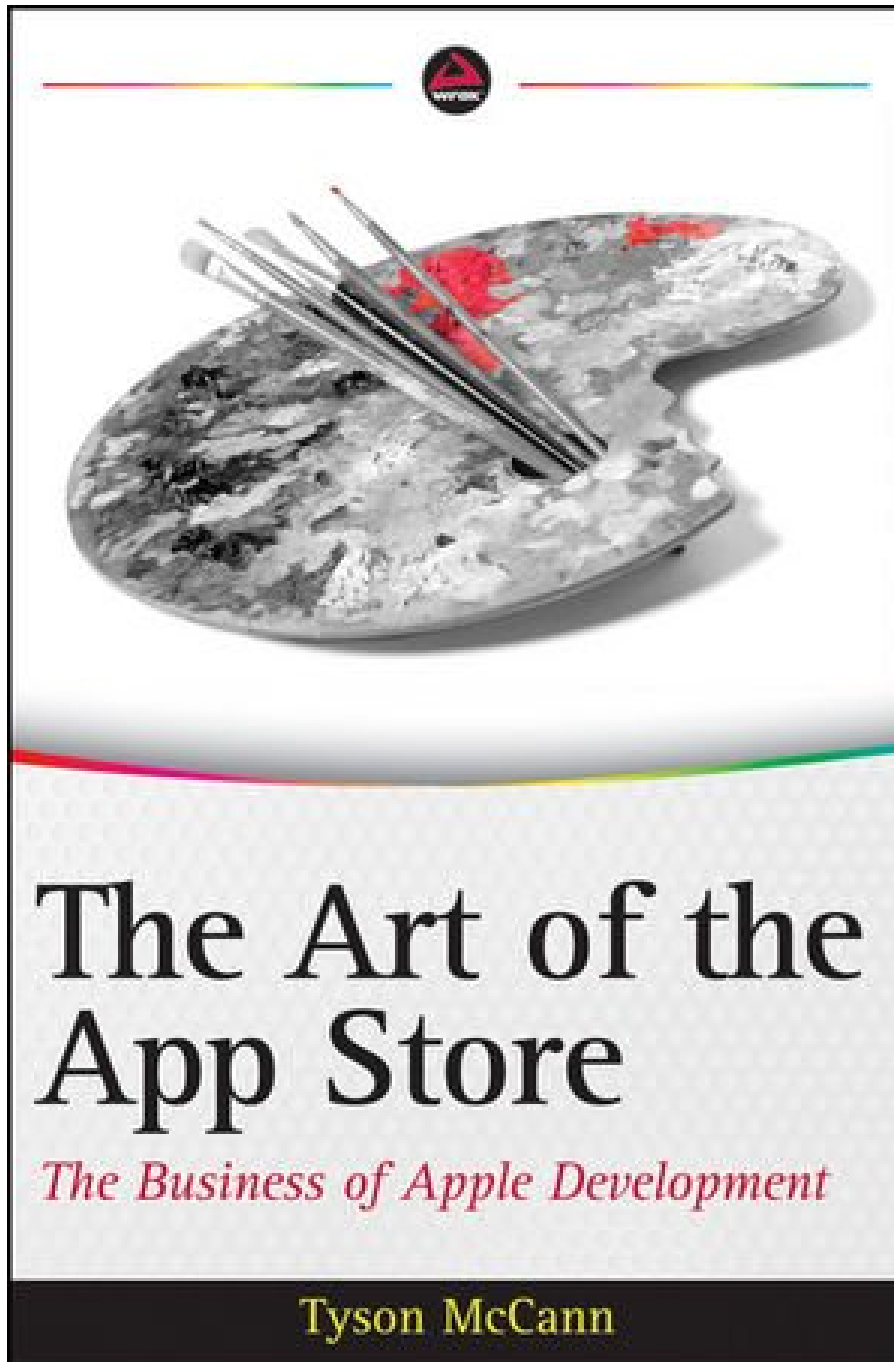


THE ART OF THE APP STORE: THE BUSINESS OF APPLE DEVELOPMENT BY TYSON MCCANN



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When you are hurried of task due date and also have no suggestion to obtain inspiration, **The Art Of The App Store: The Business Of Apple Development By Tyson McCann** publication is one of your solutions to take. Book **The Art Of The App Store: The Business Of Apple Development By Tyson McCann** will certainly offer you the ideal resource as well as thing to get motivations. It is not only concerning the works for politic business, management, economics, and other. Some bought tasks to make some fiction works also require inspirations to get rid of the job. As just what you need, this **The Art Of The App Store: The Business Of Apple Development By Tyson McCann** will possibly be your option.

From the Back Cover

Your one-stop shop for planning, creating, marketing, and maintaining your applications

It takes more than a great idea to succeed at iPhone and iPad app development. This indispensable guide provides an in-depth look into the perils and potential of the iPhone and iPad app landscape. **The Art of the App Store** presents tried and tested methods for competitive research, finding your niche, understanding customer expectations, setting goals and milestones, and managing app development from concept to post-launch. You will find guidelines for developing and pricing your app using the most up-to-date trends, a plan for viral marketing using social networks, metric tracking, taking advantage of feedback, and much more.

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Wrox books are crafted to make learning programming languages and technologies easier than you think, providing a structured, tutorial format that will guide you through all the techniques involved.

About the Author

Tyson McCann owns Nth Iterate, a game design and consulting company. As a freelance game design, social media, and user experience consultant, he has worked for major game companies including Sega, 3DO, the Tetris Company, Fisher-Price, and Funcom. His experience includes design and development on multiple iPhone apps, including a top-grossing, multiplayer game that can be found in the App Store Hall of Fame.

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A unique behind-the-scenes look at what makes an application succeed in the App Store

With this invaluable book, Tyson McCann offers a non-technical look at all aspects of the iPhone application development landscape and gets to the core of what makes a popular—and profitable—application. From knowing your customer to launching a successful app, and everything in between, this must-have guide navigates such topics as developing a concept, analyzing the competition, considerations before the launch, marketing, building a community, and maintaining market share... to name a few.

Coverage includes:

- Setting Your Goals, Costs, and Expectations
- Researching the App Store Market
- Knowing Your Customer
- Plotting the Stages of Development
- Guidelines and Expectations for Developing Your App
- Creating Free and Freemium Apps
- Creating Paid and Premium Apps
- Adopting Apple's Approach
- Riding the Social Networking Wave
- Feedback, Maintaining, and Scaling

Open the vault to App Store success with this indispensable guide!

- Sales Rank: #838223 in Books
- Published on: 2011-12-06
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .68" w x 6.00" l, 1.23 pounds
- Binding: Paperback
- 304 pages

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Most helpful customer reviews

4 of 5 people found the following review helpful.

A very useful book

By B. Chang

I found the book very useful in discussing the business side of the iOS app development. For instance, various pricing considerations are discussed in depth. I would not hesitate to recommend this book to any iOS developers who need to learn the business side of the iOS app development.

2 of 3 people found the following review helpful.

Excellent book

By Cliente Amazon

I've just finished this book and as promised it gives me a great deal of information about the business involved on planning, development, marketing and support of an app on Apple's App Store. It's a well written piece that goes deep as possible on the matter.

Since the author is a developer, each chapter shares information, experiences and useful tips about almost all phases of app development.

In my opinion, there's only one fault in this book: a chapter discussing submission/approval procedures on App Store.

If you want to understand what you have to do to transform your idea into an app that can make this way on the iDevices everywhere, this is the first book you must read.

0 of 0 people found the following review helpful.

Very good and detailed book

By J. Sumpter

This is definitely a good book to have if you planning to enter or are in the business of making mobile applications. It will definitely help you think through how to develop your app and how to investigate

specific categories to identify niche opportunities.

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Investing the extra time by reading **The Art Of The App Store: The Business Of Apple Development By Tyson McCann** could provide such excellent experience even you are only sitting on your chair in the workplace or in your bed. It will not curse your time. This **The Art Of The App Store: The Business Of Apple Development By Tyson McCann** will guide you to have more precious time while taking rest. It is extremely satisfying when at the twelve noon, with a mug of coffee or tea as well as a publication **The Art Of The App Store: The Business Of Apple Development By Tyson McCann** in your kitchen appliance or computer display. By delighting in the sights around, below you can begin reviewing.

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