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Tap into the Mobile Economy: The Appreneur's Guide to Developing Smartphone and Tablet Apps for Profit

Mr. Richard Foreman, Ms. Dana F. Smith

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Veteran Mobile Experts Rich Foreman and Dana Smith have collaborated together on “Tapping into the Mobile Economy.” In this book, they draw upon their experience to provide a guide on how to create smartphone and tablet apps for profit. This book covers: • Developing an Idea for an app • The monetization of apps • Finding a developer • Marketing an app • Developing a business plan In addition, they provide resources on app development, current app guidelines for major mobile operating systems, and a tool to sketch out the wireframe for developing your app. For more information: http://apptology.com/ http://www.youtube.com/watch?v=MXrJ33hhAXw&feature=share&list=UULswRYYJsAFiM0q9_qHEOwg

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