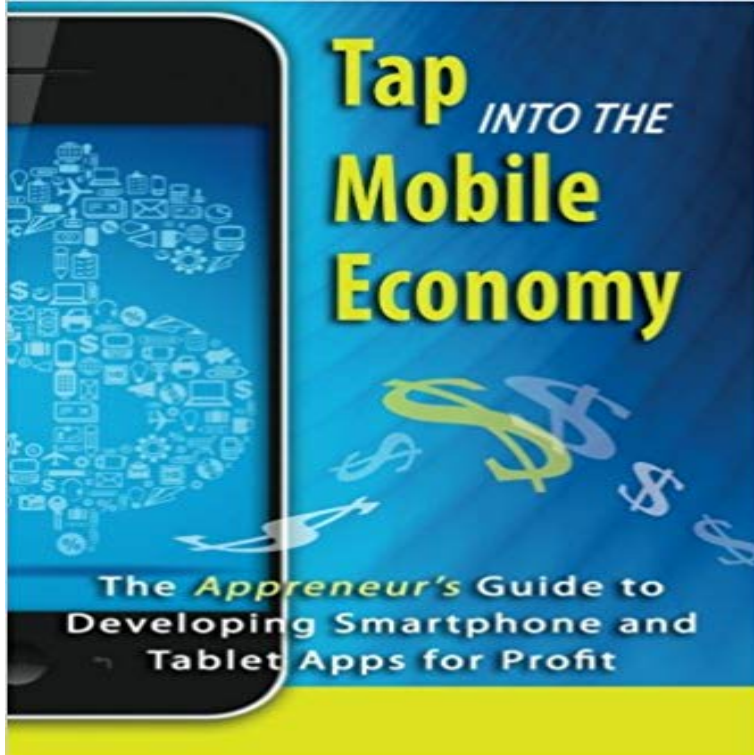


Tap into the Mobile Economy: The Appreneurs Guide to Developing Smartphone and Tablet Apps for Profit



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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