



Appsters: A Beginner's Guide to App Entrepreneurship (Paperback)

By Bobby Gill, Jordan Gurrieri

Blue Label Labs, United States, 2013. Paperback. Book Condition: New. 212 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Do you have an idea for a mobile app that you want to bring to life? From Bobby Gill and Jordan Gurrieri, the creators of the popular app entrepreneurship blog Idea To Appster , comes Appsters: A Beginner's Guide to App Entrepreneurship . You don't need to be a programmer or technical wizard to create a successful app business, Appsters will show you how. Using their first hand experience launching multiple successful mobile apps, along with interviews conducted with other successful app entrepreneurs, Bobby and Jordan give you an easy-to-understand and comprehensive look at everything you need to know to take your idea and turn it into a successful app business. Written for a non-technical audience, Appsters breaks through the technical jargon to give you a plain-spoken, entertaining and end-to-end understanding of app entrepreneurship. From designing engaging user experiences, to choosing the right mobile platform, to effective marketing and promotion, follow along as Bobby and Jordan go step-by-step through the entire process of designing, building and releasing a mobile app for the iPhone from...



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Reviews

This book is definitely not easy to get going on reading through but extremely exciting to see. I am quite late in start reading this one, but better then never. I am pleased to explain how here is the finest book i actually have read inside my individual daily life and may be he best book for ever.

-- **Mrs. Ellie Yost II**

Certainly, this is the very best work by any writer. It is loaded with knowledge and wisdom I am just quickly will get a satisfaction of reading through a created publication.

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