



CARL BROWN



App Accomplished

Strategies for App
Development Success

Foreword by Kyle Richter, CEO, MartianCraft

App Accomplished Strategies For App Development Success

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App Accomplished Strategies For App Development Success:

App Accomplished Carl Brown, 2015 Today successful apps are complex software projects You can't just knock them off in a weekend and worse many common programming habits don't work well in mobile You need skills processes tools management techniques and best practices that are honed for mobile platforms and realities In **App Accomplished** top mobile developer Carl Brown provides all that so you can run your entire project effectively and get the answers you need right now Whether you're writing your own code or contracting out you'll find hard won guidance for your entire app development life cycle Brown guides you step by step from planning and design through testing and updates Through case studies drawn from his immense experience he reveals why so many app projects fail and how to avoid the mistakes that derailed them When it comes to apps a great idea isn't enough You have to execute This is the first book that shows you how Understand mobile specific issues that lead even experienced developers astray Find developers who can do a great job with your unique app at a fair price Define the requirements you need to create accurate schedules and budgets Work with developers to get the best possible results Manage and communicate effectively to avoid cost overruns Solve problems before they get out of control Develop wireframes and prototypes that clarify the user's core experience Choose app components from servers to data storage Select tools for source control testing project tracking and more Identify and fill crucial skills gaps Estimate the quality of the app you're building Efficiently test and debug your app Recover from App Store rejection Leverage user feedback to help plan your next release Determine when an existing project is too far off course to fix Publisher **iPhone and iPad Apps Marketing** Jeffrey Hughes, 2011-09-30 The Easy Step by Step Guide to Marketing Your iPhone iPad Apps Now Fully Updated Grab your share of the multibillion dollar iPhone iPad app market Top mobile app marketer Jeffrey Hughes will show you how to create an app that will sell find customers who'll buy it and motivate them to lay down their hard earned cash right now Don't just throw your app out there learn how to get noticed and make sales no matter how crowded the App Store gets Completely revised for today's iPhone iPad marketplace this book walks you through building a winning marketing plan positioning your app crafting your message using the latest social marketing techniques connecting with your best customers and more Absolutely no marketing experience is needed With plenty of examples screen shots and step by step directions this book makes iPhone iPad app marketing easy You'll Learn How To Create an app with unique value to customers who'll pay for it Cut through the clutter in an App Store with more than 475 000 apps Target and segment your audience and reach it with pinpoint accuracy Identify your true competitors learn from them and successfully sell against them Use social media to build strong relationships with thousands of potential buyers Learn how to maximize social media tools such as Facebook Twitter and YouTube and gain the exposure your app needs Create an integrated consistent total message naming icons graphics website App Store text and more Utilize social media to generate positive word of mouth Get promoted in traditional media at surprisingly low costs Time your launch and marketing activities for maximum

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In a world driven by information and connectivity, the ability of words has become more evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **App Accomplished Strategies For App Development Success**, a literary masterpiece that delves deep into the significance of words and their affect our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall affect readers.

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