



App Savvy: Turning Ideas into iPad and iPhone Apps Customers Really Want

Ken Yarmosh

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How can you make your iPad or iPhone app stand out in the highly competitive App Store? While many books simply explore the technical aspects of iPad and iPhone app design and development, *App Savvy* also focuses on the business, product, and marketing elements critical to pursuing, completing, and selling your app -- the ingredients for turning a great idea into a genuinely successful product.

Whether you're a designer, developer, entrepreneur, or just someone with a unique idea, *App Savvy* explains every step in the process, with guidelines for planning a solid concept, engaging customers early and often, developing your app, and launching it with a bang. Author Ken Yarmosh details a proven process for developing successful apps, and presents numerous interviews with the App Store's most prominent publishers.

- Learn about the App Store and how Apple's mobile devices function
- Follow guidelines for vetting and researching app ideas
- Validate your ideas with customers -- and create an app they'll be passionate about
- Assemble your development team, understand costs, and establish a workable process
- Build your marketing plan while you develop your application
- Test your working app extensively before submitting it to the App Store
- Assess your app's performance and keep potential buyers engaged and enthusiastic

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