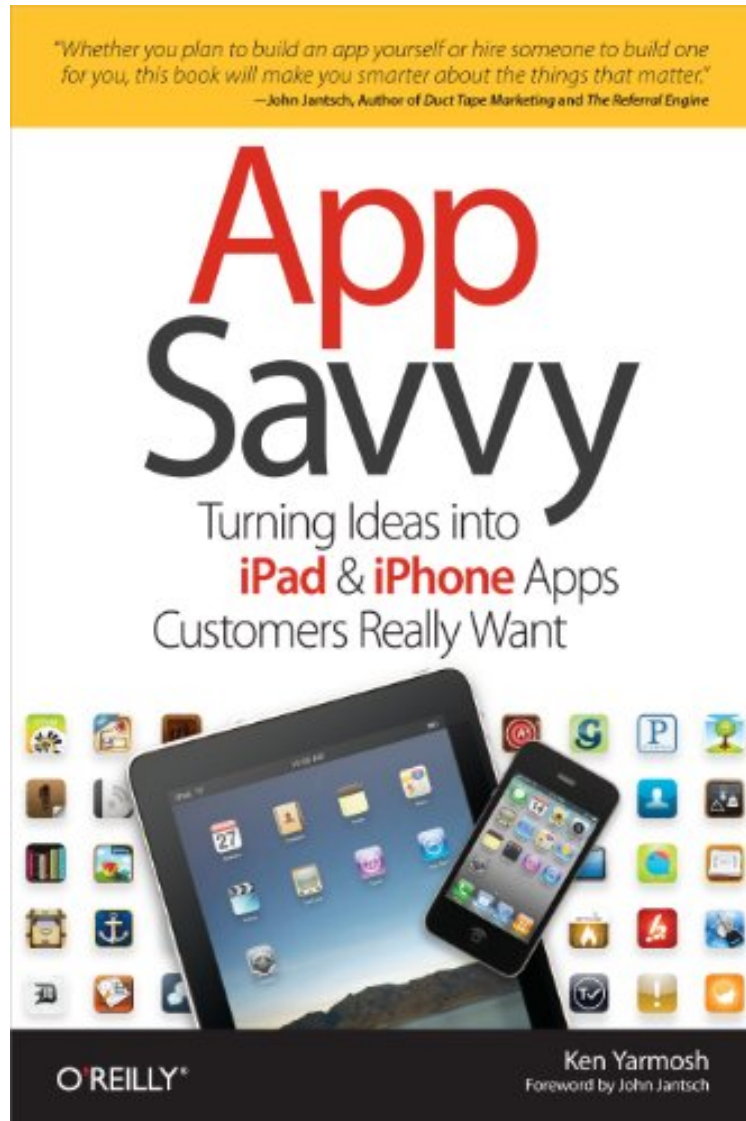


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App Savvy: Turning Ideas into iPad and iPhone Apps Customers Really Want

Ken Yarmosh

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Ken Yarmosh : App Savvy: Turning Ideas into iPad and iPhone Apps Customers Really Want before purchasing it in order to gage whether or not it would be worth my time, and all praised App Savvy: Turning Ideas into iPad and iPhone Apps Customers Really Want:

0 of 0 people found the following review helpful. I met Ken at ProductCamp DC and had the privilege to get an advanced copy of his book "App Savvy," published by O'Reilly. By Lynda Roache Ken is not only a great speaker in the mobile apps arena, he also did an excellent job writing about his "been there - done that" experience as an iOS

product manager on some of his successful apps. This book is a concise, practical, step-by-step guide for anyone starting with Apple's iOS platform. It includes a wealth of useful information and tips ranging from product strategy (e.g. Blue Ocean), customer development, product launch, social media marketing, the iOS development/submission process, and post-launch support. On top of that, at the end of each chapter he included interviews with some of popular iOS developers/entrepreneurs (e.g. Mobclix, Smule) - lots of valuable lessons learned from the iOS community. Great read--highly recommended. 4 of 4 people found the following review helpful. If you plan an APP - this book is a must! By Al Behar Whether you are a novice or an experienced entrepreneur, a "techy" or a business type you'll find Ken's book a one-stop-shop for everything you need to know about building successful apps for the iPhone/iTouch iPad platforms and equally important marketing them. I took the book with me to a Caribbean cruise, thinking to peruse through it in between trips to the pool and beach, but I ended up reading it cover-to-cover like a summer thriller. In spite of my 40+ years in technology, I found that App Savvy answered all my questions and some I didn't know to ask... Always to the point and never condescending. The interviews at the end of most chapter provided a well rounded perspective on the issues and links to additional resources completed this very thorough dissertation on everything mobile. No - Ken is not a relative nor a friend... 2 of 2 people found the following review helpful. Great business process book, too. Amazing detail... By HomeInspectorKen, Does a fantastic job of vetting your App idea out prior to really even committing to a strategy. He outlines how he was successful, interviews other successful developers/business's and gives an easily to follow system. By purchasing the book you'll have an immediate ROI in the first chapter. I have zero experience in App development but this book is written in a simple to follow method giving you a receipt for success. With links to sites he uses to tune and vet his Apps before he spends money developing anything to market. Very good tech book and a great business process book, too. Fine work... he also has a good interview on Mixergy.com with Andrew Warner. And he responds to emails... way to go Ken O'Reilly...

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.

Focus on making apps that people enjoy using and want to tell their friends and colleagues about. Having customers evangelize your app is far more important than a short-term purchase spike. - Justin Williams, Founder of Second Gear. What really impressed me is the attention to the smallest details Ken put in describing often underrated stages like "idea evaluation" or the importance of hiring the right team. - Federico Viticci, Editor of MacStories. Ken has outlined a comprehensive and well-grounded soup-to-nuts strategy for any company looking to create value via mobile apps; he makes for a great sherpa navigating this terrain. - Navin Ganeshan, Chief Product Strategist at Network Solutions. App Savvy takes you from idea to getting your app in the Apple Store. Lots of tips make the book ideal for people who are just starting out and each chapter has interviews with people who have actually done it. - Steve Johnson, Pragmatic Marketing. From the Author: It's possible that you are a "product person" like me, who can't create designs or write code, but has an idea. Or you could be a designer or developer who has either launched an app to no fanfare or realized that those skills alone won't guarantee success on the hyper-competitive App Store. You even might be tasked to build an app at work. Regardless of your background, this book distills my experience, as well as that of the larger community, to provide you with a practical guide to launching awesome customer-inspired iPhone and iPad apps. About the Author: Ken Yarmosh is the proprietor of a boutique agency focused on building exceptional mobile applications. Before getting into mobile apps, he orchestrated the development of desktop and web applications for products as diverse as the financial accounting system for the United States Courts and the automated search marketing platform for Clickable. With his startup experience of transforming rough ideas into polished products, Ken uses his technical background and business know-how to tackle and conquer new market innovations. While helping clients with iPad, iPhone, Android, and web apps, Ken's own portfolio includes the perennial bestseller AudioBookShelf. He maintains a blog at kenyarmosh.com.