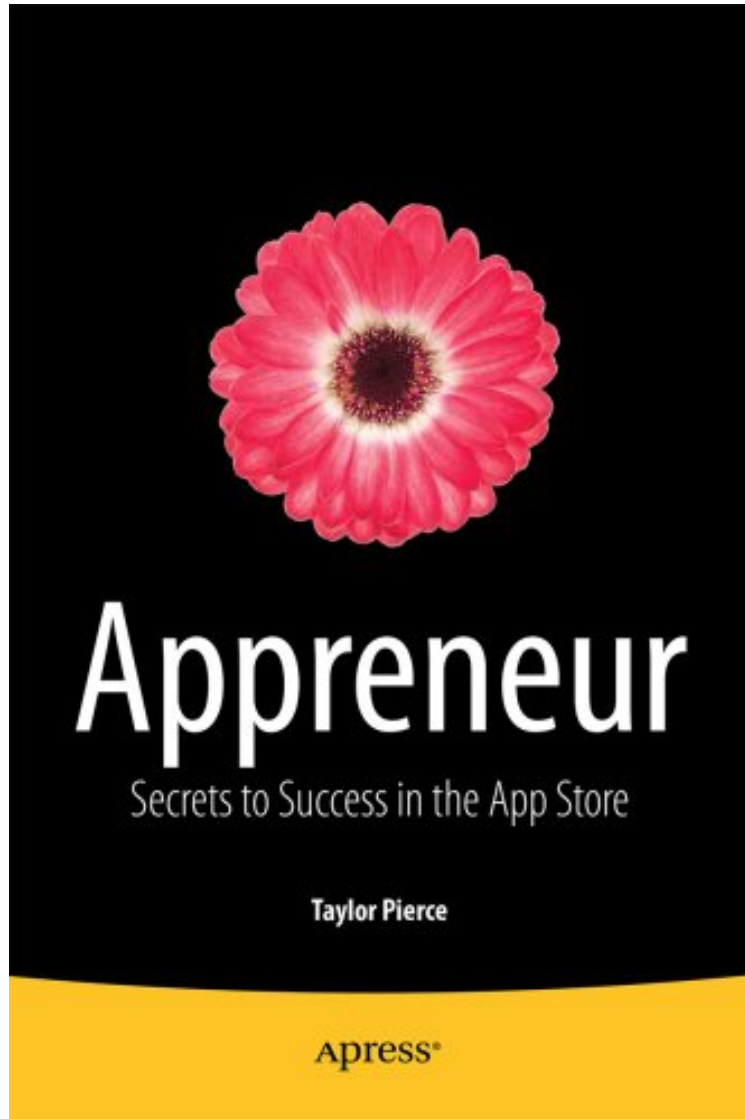


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## Appreneur: Secrets to Success in the App Store

*Taylor Pierce*

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**Taylor Pierce : Appreneur: Secrets to Success in the App Store** before purchasing it in order to gage whether or not it would be worth my time, and all praised Appreneur: Secrets to Success in the App Store:

6 of 6 people found the following review helpful. Great Info! Poor layout and formattingBy Matias RengelSo, this book is amazing! The information in this book is very helpful. He goes straight to the point, tells you everything to make your app look professional. I totally recommend this book to anyone trying to do their first app.The only downside is the layout, here's why:- The inside looks so amateur. It looks like he wrote a document in Word and sent it to CreateSpace for printing.- It's not really clear when the interviews start or end. I remember I was reading the book and I was wondering if the interview was over or not.- The Vertical lists are a mess. Really? It takes 5 minutes to

properly align your vertical lists.- The chapter's titles are the same size as the text, really? - Capitalized words look bad, why would you use that? It's not a phone text, it's a book.- Poorly edited. This book is awesome, I'm giving it 4 stars because the information is really useful, but the poor design really bothered me a lot. 1 of 1 people found the following review helpful. Little outdated (in my opinion) but really good content By germangda I recommend this book for every appreneur out there, it is full of good advices, references and anecdotes. This guy made a company from learning, even for experienced appreneurs you will find useful info. I think that the goal for every entrepreneur should be making happy customers and that will guide you eventually to some sort of revenue, Taylor shows lots of tools for achieving and tracking this, what works and what doesn't. The book is very short so you can read it on a day or two. 0 of 0 people found the following review helpful. Totally Recommend it By Fatema Very helpful and to the point.

You are interested in making an app. You have read all of the stories of successful developers and appreneurs. You are determined to get a piece of the pie. The world of apps is the fastest growing market in the world today, and it is here to stay. The best part is you can get in on it! Now what if I told you that without the knowledge contained in this book the odds of you making a profit are slim to none? What if I also told you that you probably wouldn't break even? There is more to apps than most people think. The average person assumes that if they make an app, they will instantly become a millionaire. The truth is without the knowledge from years of successes and failures, you just won't know where to begin.

About the Author Taylor Pierce has been developing apps since Apples' App Store opened to the public in 2009. In the summer of 2010, Taylor was awarded an internship at the coveted Apple Headquarters in Cupertino, California. He has developed over 60 apps, many of which have ranked consistently among Apples' top 200. Taylor has firsthand knowledge of what makes apps marketable and profitable. He is currently the Lead Developer at Klinklife, LLC. Because of Taylor's direct knowledge of clients' needs, the specifics of app design, and the ever-changing app market, he has designed this book as a reference tool for success in the App Store. Few people exist who possess Taylor's level of expertise and experience with the App Store. He has built apps for nearly every category in the App Store and has accrued financial success not only for himself, but also for his clientele. In addition to app development, Taylor also offers consulting to individuals and companies who wish to maximize their app's performance. This book was inspired by his desire to provide exceptional consultation services for his clientele. For his personal clients, he wanted to write a book a client could read to become informed of the ins and outs of the App Store. Follow Taylor on Twitter @taylorpierceapps.