1.	Record Nr.	UNINA9910461466703321
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	Titolo	Art of the app store [[electronic resource]] : the business of Apple development / / Tyson McCann
	Pubbl/distr/stampa	Indianapolis, IN, : John Wiley, c2012
	ISBN	1-283-33768-1 9786613337689 1-118-22112-5
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (308 p.)
	Disciplina	004.1675 004/.35
	Soggetti	Application software - Development iPhone (Smartphone) Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	The Art of the App Store; About the Author; Acknowledgments; Contents; Introduction; Chapter 1: A Brief History of Time in the App Store; Time in a Table; The Early App Store; The Modern App Store; Summary; Chapter 2: Setting Your Goals, Costs, and Expectations; Confronting the "Hero Inventor" Syndrome; Considering Your Fundamental Costs; Considering Your Optional Costs; Managing Your Expectations; Summary; Chapter 3: Researching the App Store Market; Examining the Numbers and Trends; Making Decisions Based on Research; Analyzing Successful Apps; Analyzing Unsuccessful Apps Mixing and MatchingSummary; Chapter 4: Knowing Your Customer; Understanding App Store Demographics; Meeting Your Customer's Expectations; Summary; Chapter 5: Plotting the Stages of Development; Leadership and Your Team; Concept through Release; Summary; Chapter 6; Guidelines and Expectations for Developing Your App; Potential Risk and Reward; App Store Business Models; Creating for a Multitasking World; The Half-Second Window; Depicting the Physical World; Summary; Chapter 7: Creating Free and Freemium Apps; App Revenue Terminology; Business Reasons behind Revenue Models

Sommario/riassunto	A unique behind-the-scenes look at what makes an application succeed in the App Store With this invaluable book, Tyson McCann offers a non-technical look at all aspects of the iPhone application development landscape and gets to the core of what makes a popular- and profitable-application. From knowing your customer to launching a successful app, and everything in between, this must-have guide navigates such topics as developing a concept, analyzing the competition, considerations before the launch, marketing, building a community, and maintaining market share... to name a few. Cove