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Nota di contenuto	""Contents at a Glance""; ""Contents""; ""About the Authors""; ""About the Technical Reviewers""; ""Acknowledgments""; ""Introduction""; ""Chapter 1: The Android Market: A Background""; ""The Smartphone Revolution""; ""The Beginning of Android""; ""Why Android?""; ""Android vs. iOS""; ""The Difference Between Android and iOS""; ""Versions of Android""; ""The Challenges of Working with Android""; ""Porting Difficulties""; ""Examples of Cross-Platform Development Tools""; ""LiveCode""; ""Appcelerator""; ""appMobi XDK""; ""PhoneGap""; ""Summary""; ""Chapter 2: Making Sure Your App Will Succeed"" ""Your App and a Business Plan"" ""Identify the Problem That You Are Solving""; ""Analyze Your Competition""; ""Determine the Target Market""; ""Evaluate Technical, Execution, and Market Risks""; ""Technical Risk""; ""Execution Risk""; ""Market Risk""; ""Think About Monetization and Pricing""; ""Paid Apps""; ""Free Apps""; ""Freemium Apps""; ""Services""; ""In-app Purchasing""; ""Other Models of Moneymaking""; ""Estimate a Schedule""; ""Testing Your Market Demand Hypothesis""; ""Tools for Prototyping Your Screen Shots""; ""Tools for Setting up a Web Site""; ""Your Baby Might Be Ugly"" ""Youa€?re the Boss"" ""Summary""; ""Chapter 3: Legal Issues: Better Safe

than Sorry"; "Retaining an Attorney a€? Controlling Costs"; "Forming Your Company"; "EULA and Privacy Policies"; "Intellectual Property"; "Copyrights"; "Trademarks"; "Protecting Your Trade Secrets"; "Patents"; "Licensing"; "Summary"; "Chapter 4: A Brief Introduction to Android Development"; "First Steps as a Developer"; "Integrated Development Environment (IDE)"; "Perks of the Android Operating System"; "Java the Language"; "Peculiarities of Java on Android"; "The App Life Cycle"
 "App Deployment""This Is So Complicated! Is There an Easier Way?"; "Summary"; "Chapter 5: Develop Apps Like a Pro"; "Software Engineering"; "Documenting Your Code"; "Debugging Android Apps"; "The Logger"; "The Debugger"; "Revision Control"; "Bug and Issue Tracking"; "Testing"; "Android Is Designed for Testing"; "Unit Testing versus System Testing"; "User Experience Testing"; "Beta Testing Without the MarketPlace"; "Summary"; "Chapter 6: Making Money with Ads on Your Application"; "Types of Mobile Ads"; "Mobile Ads by the Numbers"
 "Selecting a Mobile Ad Network""AdMob"; "Mobclix"; "Affiliate Programs"; "Technical Tricks"; "Summary"; "Chapter 7: In-App Billing: Putting a Store in Your Application"; "In-App Market Players"; "GetJar"; "SlideME"; "Samsung Market"; "Blackberry Market"; "Nook/Fortumo"; "SK T Store"; "Google Play Store versus Amazon Appstore"; "When Should You Use In-App Purchasing?"; "When to Use In-App Purchasing"; "When Not to Use In-App Purchasing"; "Requirements for In-App Purchasing"; "Product Types"; "Delivering Your Own Content"
 "Integrating Your App with the Google API"

Sommario/riassunto

The growing but still evolving success of the Android platform has ushered in a second mobile technology “gold rush” for app developers. Google Play and Amazon Appstore for Android apps has become the second go-to apps eco for today's app developers. While not yet as large in terms of number of apps as iTunes, Google Play and Amazon Appstore have so many apps that it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning. Written for today's Android apps developer or apps development shop, this new and improved book from Apress, *The Business of Android Apps Development, Second Edition*, tells you today's story on how to make money on Android apps. This book shows you how to take your app from idea to design to development to distribution and marketing your app on Google Play or Amazon Appstore. This book takes you step-by-step through cost-effective marketing, public relations and sales techniques that have proven successful for professional Android app creators and indie shops—perfect for independent developers on shoestring budgets. It even shows you how to get interest from venture capitalists and how they view a successful app vs. the majority of so-so to unsuccessful apps in Android. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!
