



iPhone and iPad Apps Marketing

By Jeffrey Hughes

Que, 2010. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - The Easy, Complete, Step-by-Step Guide to Marketing Your iPhone/iPad Apps! There are huge profits to be made in selling iPhone and iPad apps! But with more than 180,000 + apps now available, just getting your app into the App Store is no longer enough. You need to market it effectively. Don't know much about marketing Don't worry: This book gives you all the tools you'll need. Top iPhone and iPad apps marketing consultant Jeffrey Hughes walks you through building a winning marketing plan, positioning highly competitive apps, choosing your message, building buzz, and connecting with people who'll actually buy your app. With plenty of examples and screen shots, this book makes iPhone and iPad apps marketing easy! 312 pp. Englisch.



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