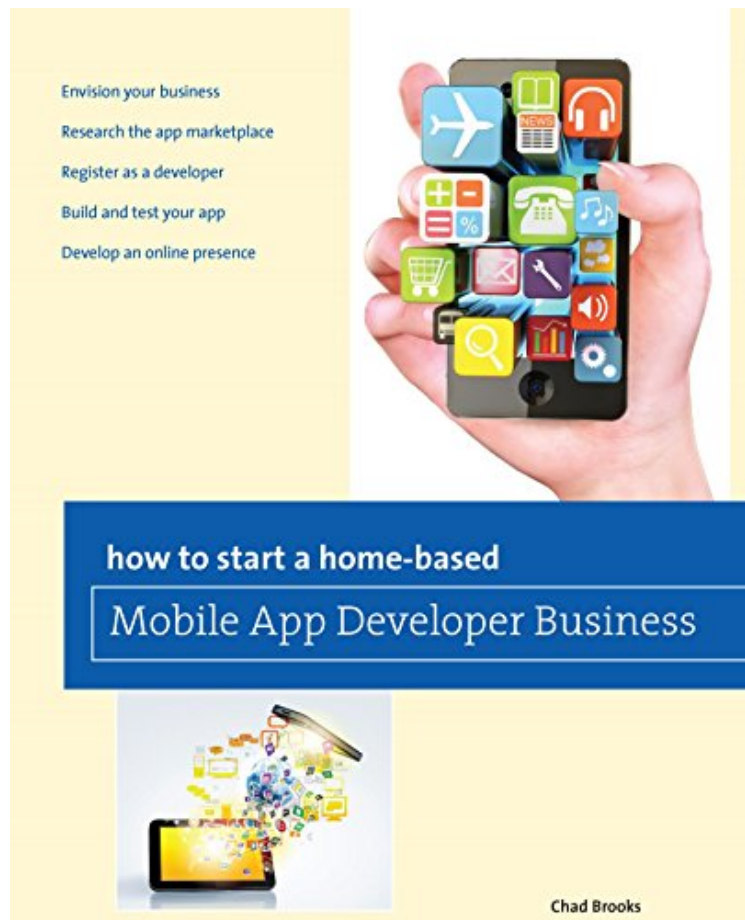


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before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Start a Home-based Mobile App Developer Business (Home-Based Business Series):

2 of 3 people found the following review helpful. Detailed and an easy read By Alrogr How to Start a Home-based Mobile App Developer Business by Chad Brooks is written with a step by step process on how and what you should think about before making an app. Brooks explains the difficulties as well as items to think about during the process of creating your business. This book does not go into code writing, but it does open your mind to do your research before you create applications such as looking to see if there are similar applications already created. Being a beginner app developer, starting blocks and concerns were addressed within the book for me. Throughout the book, the details are very easy to understand. The ideas focused around in-app purchasing were my primary focus. Understanding the different types of in-app purchasing and how/when/if to use them had me really think about the best route to take. If

you are already a developer and understand the basics, Brooks created this book to not be read from cover to cover if not needed. You can easily find the section you would be interested in and be able to jump right in to it. Overall, using this book as a starting point into app development business will help keep you roped in and help you along your way to creating your first app. 0 of 0 people found the following review helpful. A good overview of starting an app building business. By Customer This book will help you decide if app building is for you, and how to start a business to do so. It also shows you your options (do it yourself or hire developers) and a lot of case studies.

With the app market exploding, app designers will need a solid how-to guide to help them start their home-based business. This book will guide the reader through all the steps from design to marketing.

About the Author Chad Brooks has logged nearly 15 years in the media business. He started his career at the Daily Herald in suburban Chicago, where he spent more than a decade covering an array of topics, including local and state government, crime and the legal system and education. Following his years at the newspaper, Brooks transitioned to public relations, where he helped promote small businesses across the country and landing media placements for his clients in local, regional and national outlets. During that time, he gained a unique perspective on what it takes to launch and sustain a successful small business. Today, Brooks spends his time as a Chicago-based freelance writer, covering business and technology stories for a number of online outlets. His work regularly appears in Business News Daily, The Huffington Post, Yahoo! and Fox Business.