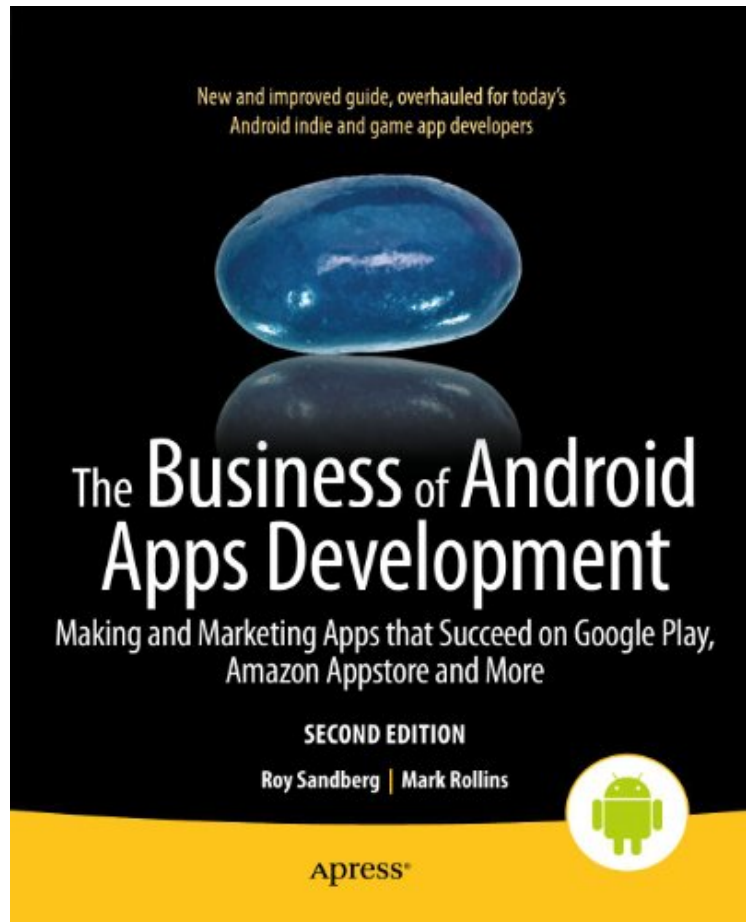


(Mobile ebook) The Business of Android Apps Development: Making and Marketing Apps that Succeed on Google Play, Amazon Appstore and More

# The Business of Android Apps Development: Making and Marketing Apps that Succeed on Google Play, Amazon Appstore and More

Roy Sandberg, Mark Rollins

ebooks | Download PDF | \*ePub | DOC | audiobook



 Download

 Read Online

#2024393 in eBooks 2013-07-22 2013-07-22File Name: B00DREFOH0 | File size: 68.Mb

**Roy Sandberg, Mark Rollins : The Business of Android Apps Development: Making and Marketing Apps that Succeed on Google Play, Amazon Appstore and More** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Android Apps Development: Making and Marketing Apps that Succeed on Google Play, Amazon Appstore and More:

4 of 5 people found the following review helpful. Book reviewBy NickI liked the book because it was easy reading with a lot of specific information.The best information was the rule of thumb for calculating your ad revenue based on the total number of downloads of your app. Clearly punctuating the fact only high volume apps make money with ads.This book is good for the first time app creator, although more could have been provided about what results can realistically be expected and over what period of time, or in-site into what others have achieved.2 of 2 people found

the following review helpful. Static in an ever changing worldBy PT-80The "marketing your app" section might be useful (will see if I can implement it), but as they wrote this book before Candy Crush was big they didn't go into actually making a successful viral/social connection with users. I.e how to make the users work for you by spreading the word about your app while they get something in return... Maybe this can be included in a future release of this book ;)What was worrying though was that this book also contains quite a lot of examples of APIs you can use when developing Android apps. As the title says "Business of Android Apps" if really felt like they were just trying to fill the page by giving basic instructions on getting started with app development (I really that should be another book). And since these APIs change all the time, by the time I read this book (less than one year after publication), several APIs have been replaced with newer ones. The details on how to use these APIs are much better left on the Internet where they can and are being updated, but I guess they have a point in mentioning some of the APIs in this book. Please just remove the technical implementation details, as these change quite often in the Android world.As a book in general it was short and easy to read. If you really are a beginner in Android dev, then this might be a book for you.

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! What you'll learn How to take your app from idea to design to development to distributing and marketing your app on Google Play or Amazon Appstore How do Venture Capitalists validate new App Ideas, and use their techniques. How to monetize your app: Freemium, ads, in-app purchasing and more What are the programming tips and tricks that help you sell your app How to optimize your app for the marketplace How to marketing your app How to listen to your customer base, and grow your way to greater revenue Who this book is for This book is for those who haven't an idea for an app, but otherwise may know relatively little about entrepreneurship, app development, or even business in general. You should be able to pick up this book and feel like someone is holding your hand as they go through the process of evaluating your idea, learning to code, placing your app in the marketplace, marketing your app, and finally, improving your app to meet the needs of your customer base.

About the Author Mark Rollins is a freelance technical writer, focused on today's most interesting technologies, especially Android. He has a degree in English. For more, visit [writermarkrollins.blogspot.com](http://writermarkrollins.blogspot.com).