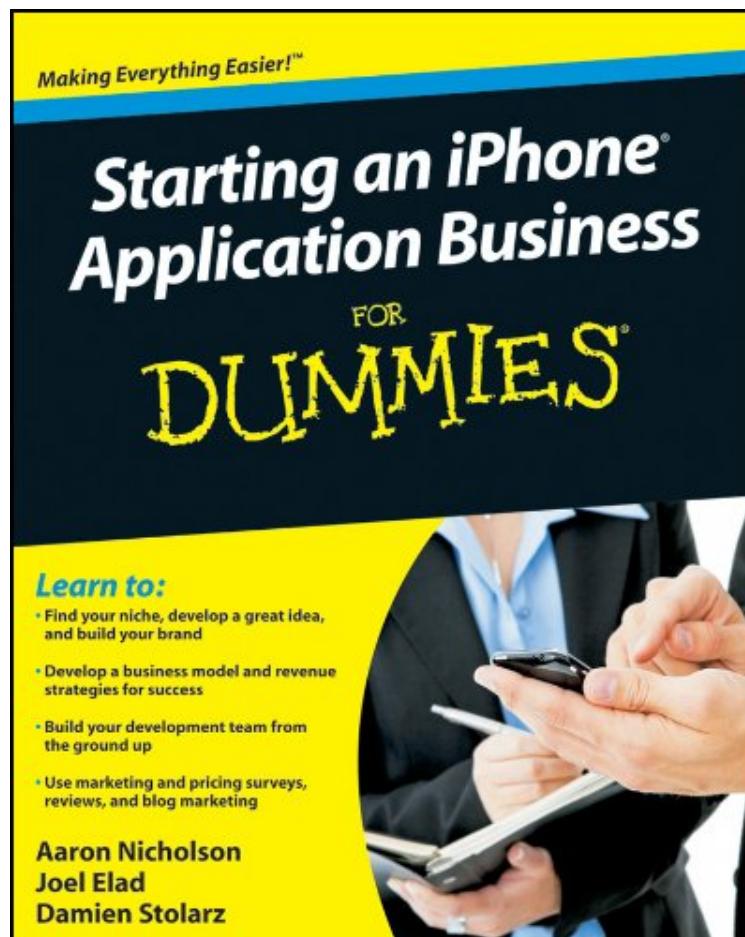


## Starting an iPhone Application Business For Dummies

Aaron Nicholson, Joel Elad, Damien Stolarz  
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**Aaron Nicholson, Joel Elad, Damien Stolarz : Starting an iPhone Application Business For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Starting an iPhone Application Business For Dummies:

1 of 1 people found the following review helpful. Interesting but datedBy Ray ClarkThis is a very interesting book on starting an apps business. However, it is clear that the book was written early on in the development of the App store and has not been updated to the latest trends in the apps-sphere. In addition it comes to the development process from two very narrow approaches to software development and totally ignores the most common approach used by most apps-tinkerers, namely the simple garage shop software way process. But it is a fine book, interesting thinks to think about, but there a lot of other issues that you need to resolve.3 of 3 people found the following review helpful. Good informationBy MattThis book provides a lot of good information and strategies centered around building an iPhone business. It doesn't really get into too many technical details on iPhone app development which is not its focus. The guy who wrote the book clearly has a lot of experience and background in the iPhone app world illustrated by the many detailed examples provided. The author suggests many excellent business and marketing strategies to get started

and eventually make your app a success. The strategies themselves could really be translated to any kind of embryonic business. A lot of concepts and themes get repeated several times. I felt like there could have been a better defined structure because there seemed to be a lot of overlap. Overall the information and advice given is helpful and its worth the read. 1 of 1 people found the following review helpful. Good guide By David Eastman Good overview of what of planning and available resources for a person considering starting an iPhone app business, particularly if he/she is not well versed in the iPhone/iTouch arena or not sure what app to develop. Well worth the money spent. If you are wanting a book on how to program or develop apps, other books will be a better guide.

How to create a profitable, sustainable business developing and marketing iPhone apps iPhone apps are hot; the average app is downloaded more than 30,000 times. If you have some great apps in mind, Starting an iPhone Application Business For Dummies will show you how to produce and market them effectively. Starting an iPhone Application Business For Dummies provides clear, reliable business information to help developers and entrepreneurs create a profitable, sustainable business in this new and exciting market. Identifies what goes into a successful iPhone application business Helps you find the market niche your applications can fill, market and promote your business, and build your brand Explains how to develop a pricing strategy, build your applications efficiently, and get them into the App Store Explores finding a sustainable revenue model, including free trials, social media models, ad-based revenue models, and subscription models Demonstrates effective ways to provide service and support to customers Written by a team that combines knowledge of iPhone app development with sound business experience Starting an iPhone Application Business For Dummies can help you turn your ideas into income.

From the Back Cover Making Everything Easier! Starting an iPhone reg; Application Business for Dummies Learn to: Find your niche, develop a great idea, and build your brand Develop a business model and revenue strategies for success Build your development team from the ground up Use marketing and pricing surveys, reviews, and blog marketing Aaron Nicholson Joel Elad Damien Stolarz Make money from your Phone app ideas with this easy-to-follow advice! Got some great ideas for iPhone apps? Here's how to turn them into a profitable business. This friendly guide helps you learn what goes into a successful app, how to price and market it, what the App Store expects from you, and even how to build a successful business team. You bring the ideas, and this book will help you with the rest! What's out there mdash; test the business climate, learn about the development platform, and see how others have succeeded The incredible iPhone mdash; thoroughly understand its unique capabilities Who's your customer? mdash; get a clear picture of the niche your apps can fill and learn to reach your customers Make it sticky mdash; find out what makes an app so appealing that users stick with it Development dos and don'ts mdash; learn how to plan your app, test thoroughly, anticipate development costs, and keep it legal Pricing peculiarities mdash; examine revenue models, learn how to price your apps, and see how "free" can actually pay off Get buzzy mdash; build "buzz" with demo YouTube videos, blog entries, reviews, and endorsements Brand it mdash; get tips on creating and reinforcing your brand image Open the book and find: How to get users to promote your app What kinds of apps generate the most interest How to protect your idea Why you might want to give your app away Tips on choosing your team How to register as an Apple developer Advice on estimating development costs When to pay for advertising About the Author Aaron Nicholson is an interactive media designer/developer who has developed online properties for Fox, Warner Brothers, and Disney. Joel Elad covers online store sales for Entrepreneur Magazine and contributes to Smartbiz.com. Damien Stolarz has written books on technology topics from video blogging to car hacks.