The Everything Guide to Mobile Apps: A Practical Guide to Affordable Mobile App Development for Your Business (Everything®)

Peggy Anne Salz, Jennifer Moranz

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Expert advice on how to succeed in the mobile market!

Experts estimate that mobile app revenues will nearly quadruple over the next few years, but for many business owners and entrepreneurs, figuring out how to affordably create and market an app is a daunting challenge. But it doesn't have to be!

With *The Everything Guide to Mobile Apps*, you'll learn all you need to know about creating a mobile app without breaking the bank account. In this book, you'll discover:

- What to consider when developing an app
- Which format best fits your needs and budget
- How to stand out in the app market
- The benefits of including apps in a marketing strategy
- How creating an app can improve business revenue

From the development stage to marketing and beyond, *The Everything Guide to Mobile Apps* will help you develop an app that attracts more customers and boosts your business's revenue.

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