BILLION DOLLAR APPS



How to Find and Implement a Winning Mobile Strategy

Alex Bratton

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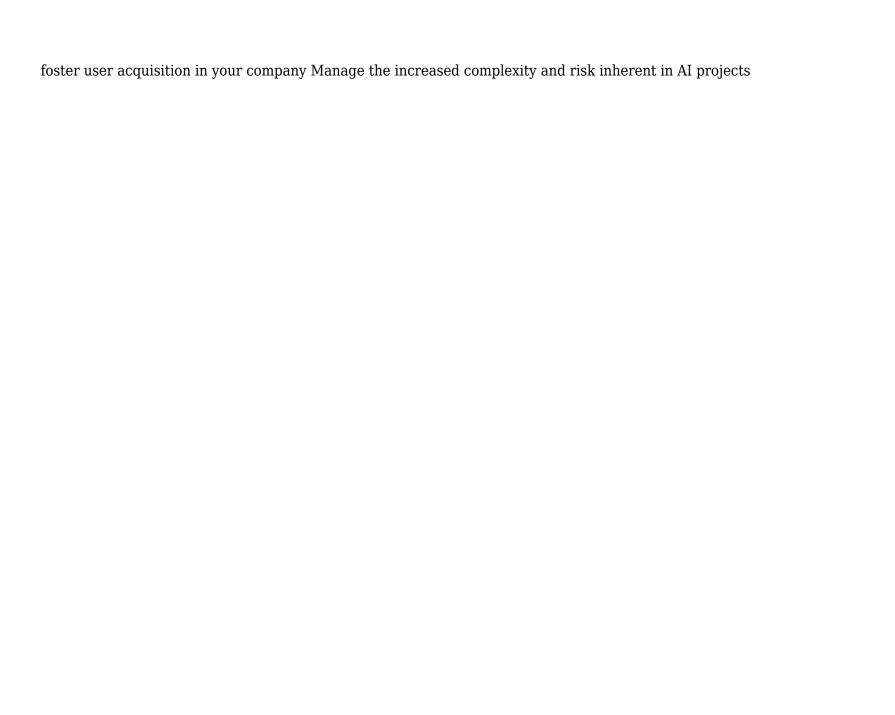
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into building their own creative apps like a Talking Parrot and using a Mirror for Selfie Apps Overall this is a great introductory text on Mobile Apps development for Professionals and Novices Dr Marystella Amaldas Senior Educator Singapore International It is incredible to see how my students were able to build apps from scratch using this book Personally I have worked with the authors and they are truly remarkable at bringing such content to the Japanese and Taiwanese students A void honestly filled by one s research in one s academic endeavors Congratulations Omedetou gozaimasu on a job well done Miki Yuasa Consultant Aries Group India Social Media and Mobile Marketing Strategy Randi Priluck, 2016-08 Social Media and Mobile Marketing Strategy is the first digital media marketing textbook to combine social media and mobile technology with digital marketing strategy planning It provides a framework that guides students in setting objectives segmenting and researching potential markets examining consumer behavior in the digital market space and using measurement plans to evaluate success and failure Working from a strong foundation in marketing theory this text presents a clear set of processes for executing social media and mobile strategies in order to build brand value Computing for Teaching and Learning: Strategies for Design and Implementation Chao, Lee, 2012-04-30 With its cost efficiency enabling of collaboration and sharing of resources and its ability to improve access cloud computing is likely to play a big role in the classrooms of tomorrow Cloud Computing for Teaching and Learning Strategies for Design and Implementation provides the latest information about cloud development and cloud applications in teaching and learning The book also include empirical research findings in these areas for professionals and researchers working in the field of e learning who want to implement teaching and learning with cloud computing as well as provide insights and support to executives concerned with cloud development and cloud applications in e learning communities and environments Social. Casual and Mobile Games Michele Willson, Tama Leaver, 2016-02-25 Social casual and mobile games played on devices such as smartphones tablets or PCs and accessed through online social networks have become extremely popular and are changing the ways in which games are designed understood and played These games have sparked a revolution as more people from a broader demographic than ever play games shifting the stereotype of gaming away from that of hardcore dedicated play to that of activities that fit into everyday life Social Casual and Mobile Games explores the rapidly changing gaming landscape and discusses the ludic methodological theoretical economic social and cultural challenges that these changes invoke With chapters discussing locative games the new freemium economic model and gamer demographics as well as close studies of specific games including Candy Crush Saga Angry Birds and Ingress this collection offers an insight into the changing nature of games and the impact that mobile media is having upon individuals and societies around the world

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