



App Marketing: Top Mobile App Monetization and Promotion Strategies (Paperback)

By R L Greene

Tru Nobilis Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Description Currently about 2 percent of all app developers can claim about 55 percent of all the revenue generated by apps each year. If you are looking for a way to break into this elite group, then App Marketing: Top Mobile App Monetization and Promotion Strategies is the book that you have been waiting for. While the early days of the app business meant a gold mine of innovative software and cheap apps that made money hand over fist, today s environment is very different than it was a decade ago. That doesn t mean there isn t still money to be made, however, as the app industry is expected to rake in nearly 78 billion dollars by the end of 2017. Today s market is the most competitive the app game has ever been which means in order to help your app rise to the top you are going to need to aggressively market it using every trick in the book. Luckily, this is the book and the tricks range from choosing the right business model to knowing the right types...



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