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*Aaron Nicholson, Joel Elad, Damien Stolarz*

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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

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