The Making of an iPhone App

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So you have a great idea for an iPhone or iPad app. What are the next steps, the decision points, and the potential pitfalls?

Experienced iOS developer **Brad O'Hearne** takes you behind the scenes of the development of a successful iPhone app—from concept to App Store. You'll get an uncensored, documentary-style view of each step, including how much time and money you might invest, the design process, and dealing with the App Store submission process.

What you'll learn

- What an entire iPhone app development process looks like
- How to calculate the time and money investment required
- Primary app definition decision points
- Primary app revenue model decision points
- Primary app design decision points
- Technical design issues encountered
- A look into the iTunes Connect app submission process
- Downloads and sales statistics for the first several weeks in the iTunes App Store

Who this book is for

As opposed to most technical books, which appeal primarily to programmers, this book broadly appeals to developers, owners of iOS development companies, and to those non-technical people who have ideas for iPhone/iPad apps, but don't have any idea what is involved with getting an app made.

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Lois Cox:

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