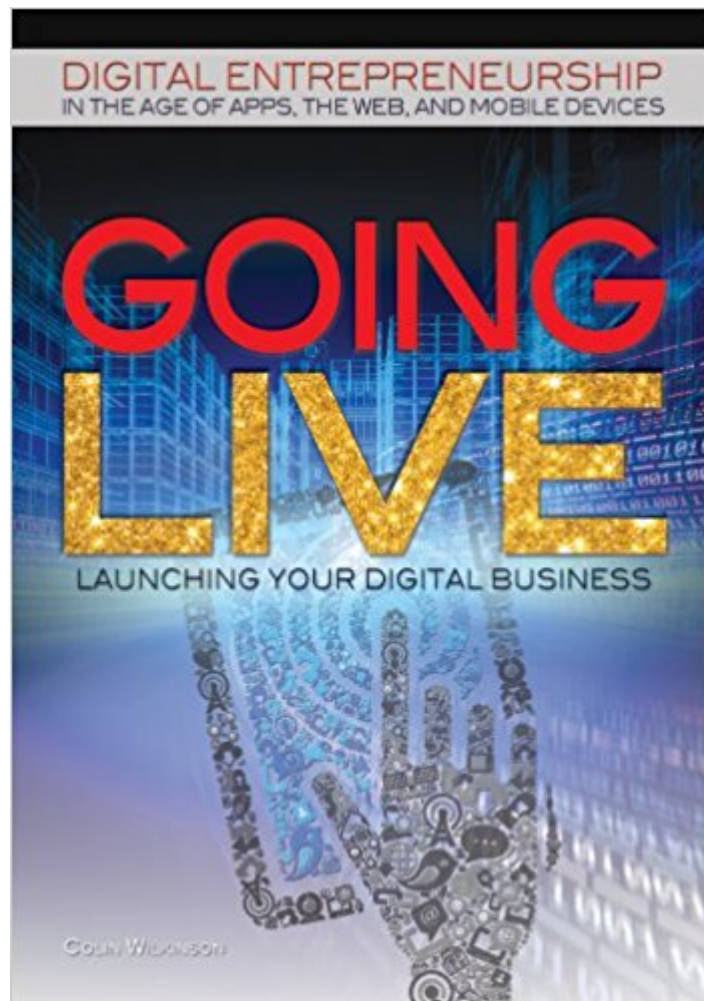


The book was found

Going Live: Launching Your Digital Business (Digital Entrepreneurship In The Age Of Apps, The Web, And Mobile Devices)



Synopsis

Building a successful digital product requires working knowledge of the technology involved and familiarity with the competition. With new tools appearing regularly, making the job of constructing apps and websites easier, it's possible to dive in with little experience and come out with a hit product. An overview is given of how to design, develop, and launch digital products, including mobile apps, games, websites, and blogs. Understanding the steps needed to create the product, as well as the tools and techniques used during production, will help readers move forward with confidence. The author, an expert game developer, reviews key code languages, technologies, and development approaches, using simple explanations and instructions to get the reader going. The book also covers options for monetizing a digital product, such as setting up online payment systems or supporting the product with advertising.

Book Information

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I enjoyed this so much I got two copies.Very easy to understand.

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