



Mobilize: Strategies for Success from the Frontlines of the App Revolution

Rana Sobhany

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Everyone wants their product to be the next great killer app. But in the increasingly crowded world of mobile content, this pinnacle of success is becoming harder and harder to reach.

The iPod, iPhone, and iPad offer tremendous opportunity for the savvy developer to achieve millions of sales, but it's not just about tossing your creation into Apple's App Store pool and expecting it to swim. Visionary author Rana June Sobhany offers a lively step-by-step process that will enable anyone--from the small independent to the advanced development house--to aggressively position, market, and sell their product.

Mobilize reveals the secrets and techniques that have made her a pioneer in the industry, enabling you to cut through the noise and chaos and sell your app to an audience hungry for the next great thing. She also shares insights from other industry professionals whose secrets will illustrate the vital do's and don'ts you must address in order to succeed. More than just a book, this is *the* "seller's development kit" for the mobile age

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