



Building a Mobile App: The Client's Guide (Paperback)

By Amber Sawaya

Createspace, United States, 2012. Paperback. Book Condition: New. 234 x 190 mm. Language: English . Brand New Book ***** Print on Demand *****.NEW! 3rd Edition for 2015 The 3rd edition, released early 2015 includes updated statistics and a new outlook for 2015. So your company wants to build an app and you've been assigned to the project. Now what? Where do you start? What's all this about platforms, devices, resolutions, and density? How do you find a good team to work with? How do you make sure the project runs smoothly? This book has you covered. With years of design, development, and project management behind me, I wrote a book to help clients and corporate employees understand mobile apps. From the vague to the specific, this book explains what you'll need to know.



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