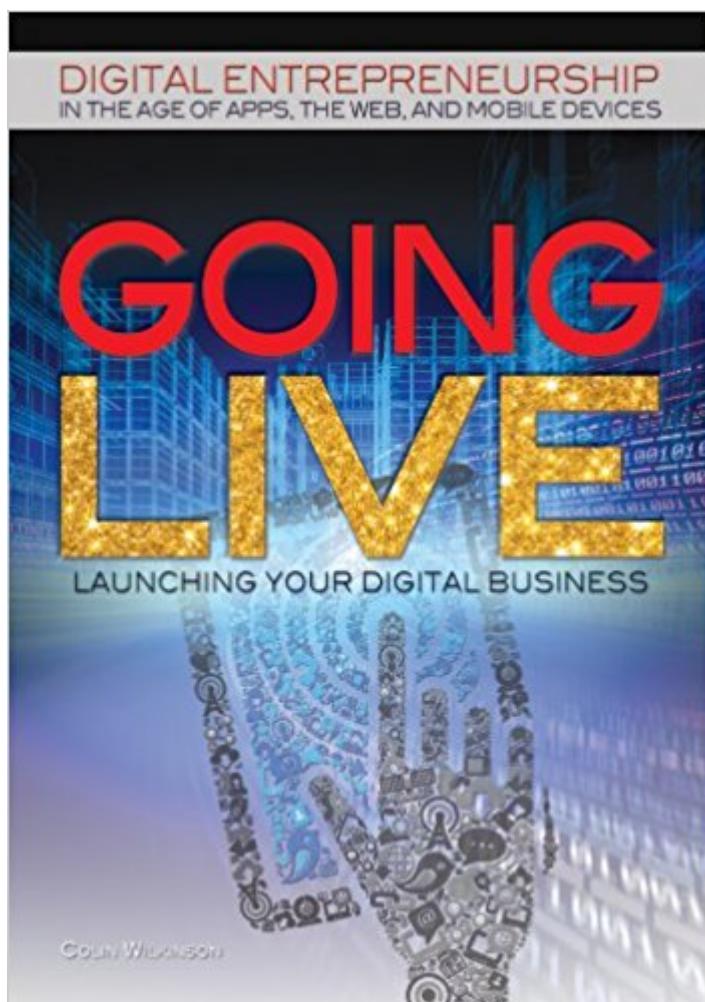


The book was found

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

Series: Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices

Library Binding: 64 pages

Publisher: Rosen Publishing Group (July 15, 2012)

Language: English

ISBN-10: 1448869277

ISBN-13: 978-1448869275

Product Dimensions: 9.2 x 6.5 x 0.4 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #6,403,914 in Books (See Top 100 in Books) #90 in Books > Teens > Education & Reference > Science & Technology > Computers > Programming #171 in Books > Teens > Education & Reference > Science & Technology > Computers > Internet #403 in Books > Children's Books > Computers & Technology > Programming

Age Range: 12 - 17 years

Grade Level: 7 - 12

Customer Reviews

Gr 9 Up-These how-to titles lead teens through building a digital business. Each volume uses real-world examples from current Internet companies such as Facebook, Twitter, and Netflix to explain the various steps involved in building a website, blog, app, etc. The set follows a natural pattern of conceiving an idea, development, marketing, and growing a business but each one could

be read as a stand-alone title. Sidebars contain anecdotes, even more examples of products and innovations, practical advice, and "Myths and Facts." The captioned color photos are a mix of profiled entrepreneurs in action and stock images. The extensive bibliographies offer an array of resources for enthusiasts. The listings of pertinent organizations where readers can learn more are also helpful. © Copyright 2011. Library Journals LLC, a wholly owned subsidiary of Media Source, Inc. No redistribution permitted.

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

[Download to continue reading...](#)

Going Live: Launching Your Digital Business (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices) Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business 55 Smart Apps to Level Up Your Brain: Free Apps, Games, and Tools for iPhone, iPad, Google Play, Kindle Fire, Web Browsers, Windows Phone, & Apple Watch Accessing the Deep Web & Dark Web with Tor: How to Set Up Tor, Stay Anonymous Online, Avoid NSA Spying & Access the Deep Web & Dark Web Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Activities Keep Me Going and Going, Volume A (Activities Keep Me Going & Going) 44 Apps Inteligentes para Ejercitarse Cerebro: Apps Gratuitas, Juegos, y Herramientas para iPhone, iPad, Google Play, Kindle Fire, Navegadores de Internet, ... Phone, & Apple Watch (Spanish Edition) Java: 2017 Ultimate Beginners Guide to Learn Java Programming (java for dummies, java apps, java for beginners, java apps, hacking, hacking exposed) ... Programming, Developers, Coding, CSS, PHP) Career Building Through Creating Mobile Apps (Digital Career Building) APPS: The Ultimate Beginners Guide for App Programming and Development (App Development- App Marketing- App Design- App Empire- App for PC- Mobile App Business- Android- IOS) Elon Musk: Life Story and Life Lesson of Future, Business, Success and Entrepreneurship (Elon Musk, Ashlee Vance, Tesla, Entrepreneurship, SpaceX, Bill Gates, Mark Cuban) Entrepreneurship: Successfully Launching New Ventures (5th Edition) Entrepreneurship: Successfully Launching New Ventures (4th Edition) Entrepreneurship: Successfully Launching New Ventures, Student Value Edition Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package (5th Edition) The Caregiver's Toolbox: Checklists, Forms, Resources, Mobile Apps, and Straight Talk to Help You Provide Compassionate Care The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) Fashion 2.0: Blogging Your Way to the Front Row: The

Insider's Guide to Turning Your Fashion Blog into a Profitable Business and Launching a New Career Mobile Magic: The Saatchi and Saatchi Guide to Mobile Marketing and Design Mobile Solar Power Made Easy!: Mobile 12 volt off grid solar system design and installation. RV's, Vans, Cars and boats! Do-it-yourself step by step instructions Buy Buttons: The Fast-Track Strategy to Make Extra Money and Start a Business in Your Spare Time [Featuring 300+ Apps and Peer-to-Peer Marketplaces]

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)