



## App Accomplished: Strategies for App Development Success

By Carl Brown

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, App Accomplished: Strategies for App Development Success, Carl Brown, Build Great Apps: End-to-End Processes, Tools, and Management Tips for Doing It Right! Foreword by Kyle Richter, CEO, MartianCraft Today, successful apps are complex software projects. You can't just knock them off in a weekend--and, worse, many common programming habits don't work well in mobile. You need skills, processes, tools, management techniques, and best practices that are honed for mobile platforms and realities. In App Accomplished, top mobile developer Carl Brown provides all that--so you can run your entire project effectively and get the answers you need right now. Whether you're writing your own code or contracting out, you'll find hard-won guidance for your entire app development life cycle. Brown guides you step-by-step from planning and design through testing and updates. Through case studies drawn from his immense experience, he reveals why so many app projects fail--and how to avoid the mistakes that derailed them. When it comes to apps, a great idea isn't enough: You have to execute. This is the first book that shows you how. \* Understand mobile-specific issues that lead even experienced developers astray\* Find developers who can...



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