



Apps: From Concept to Consumer (Calling All Innovators: a Career for Youi)

Josh Gregory

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In recent years, mobile devices have blown up in a big way. As more and more people have jumped into the smart phone revolution and traded their laptops for tablets, mobile apps have become big business. Readers will learn how the first mobile apps were created and find out which apps are making the biggest splash today. They will also see how easy it is to get started creating their own apps and what it takes to score the next big hit on the app stores.

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