

SECRETS OF MY APP SUCCESS BY JESSE WAITES



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Secrets of My App Success is largely known as "The Bible of App Development for Non-Programmers". It guides people of all technical levels through the app development process without needing to know a single line of code, from idea conception to hiring the right team, to getting your first paycheck. Follow the steps in this book and have your app idea making money in no time.

You've probably read about author Jesse Waites from www.PNTHR.com in Entrepreneur Magazine, Wired, 9to5Mac, The Boston Globe, or elsewhere. He lives in Boston and guest lectures at MIT about App Development and App Marketing. He was one of the first developers to make apps for the iPhone, and now runs a professional app development firm from his office in Cambridge near MIT and the Charles River. He now shares his systems and techniques so anyone can build an app- and a business.

He did it all without knowing how to program a single line of code, and you can too. Why reinvent the wheel and make costly mistakes when you can learn the entire system from a legitimate, experienced expert? Buy your copy today.

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Most helpful customer reviews

15 of 17 people found the following review helpful.

Overly long for what it is and shallow

By TC

This book gives a number of tips on successful app development based on the writers experiences. In comparison to other books on the subject I found only a few them interesting or helpful. The majority of the book could have been boiled down to a blog post. The writer is not concise and spends a lot of the time advertising himself and his works as well as promoting other services (some of which are controversial). He even points you to his twitter page to see how a real professional does it. Except it didn't seem very professional to me.

While he claims to cover Android he gives preferential treatment to iOS and Mac only products. I ended up forcing myself through the book to scrape what little useful information there was. This "book" would have worked better as entries in his company blog or if it was about 30 pages long instead of 80 and cut all the extraneous stuff. By the end of the book, I felt like I experienced some shallow infomercial cross-selling products and giving up only a small amount of useful information. I believe the true intention of the book was self promotion of his own business and apps. This becomes more evident when you see the authors philosophy come through in his writing.

If you are interested in developing an app and are completely new to the whole thing then this book might be a cheap springboard to get you started on the path. Personally I found better options on the topic.

2 of 2 people found the following review helpful.

Great practical overview of getting your app to market

By Stephen J. Smith

Nice overview from someone who has successfully put apps in the marketplace. Also good that it describes how to create an app even if you aren't a programmer and touches on every issue you might encounter - comprehensive though a short read.

2 of 3 people found the following review helpful.

Short, informative, and straight to the point

By Max

This ebook has been an excellent resource.

There are lots of tips, tricks, and other "little" tidbits of knowledge compiled in this book that make it more than worth the \$2.99 you pay for it.

No, it does not promise that after reading it, you can "make apps for cheap and become a millionaire overnight".

What it does do is inform the reader of the steps from getting from point A (an App idea, or how to think of an App idea) to point B (Making money from an app) as well as throw in a bunch of handy tools and resources to help you along your way.

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