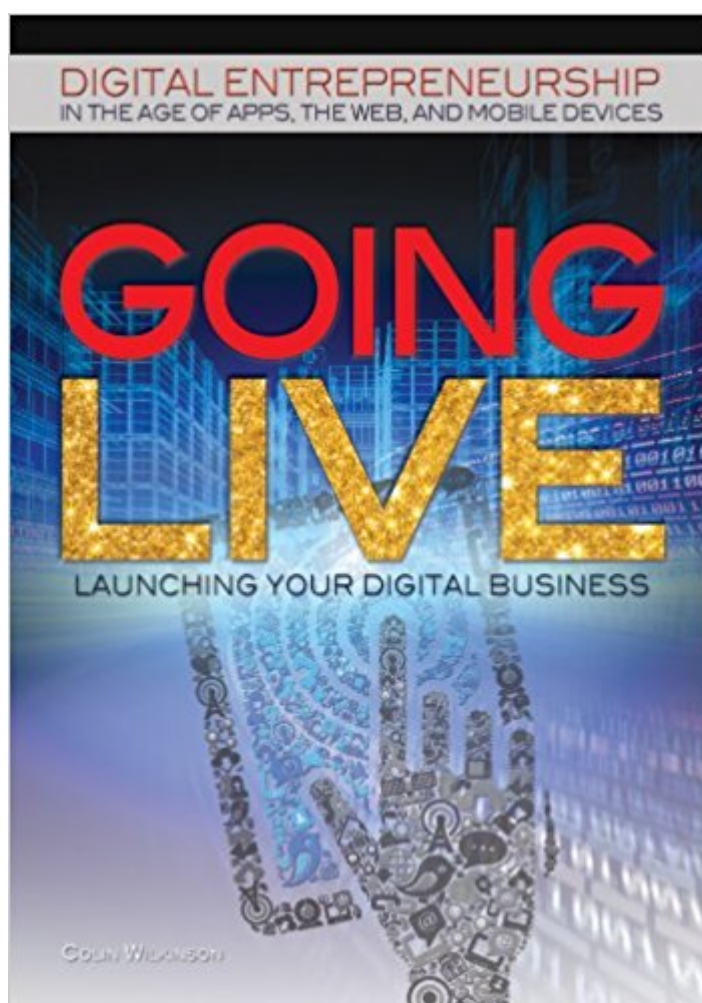


The book was found

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. ã ã (c) 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.

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