Going Live: Launching Your Digital Business (Digital Entrepreneurship In The Age Of Apps, The Web, And Mobile Devices)
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


Product Dimensions: 6.5 x 0.4 x 9.2 inches

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

Average Customer Review: 5.0 out of 5 stars  Å See all reviews  (1 customer review)

Best Sellers Rank: #4,816,902 in Books (See Top 100 in Books)  #53 in Books > Teens > Education & Reference > Science & Technology > Computers > Programming  #124 in Books > Teens > Education & Reference > Science & Technology > Computers > Internet  #313 in Books > Children's Books > Computers & Technology > Programming

Age Range: 12 - 17 years

Grade Level: 7 - 12

**Customer Reviews**

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

*Download to continue reading...*