



# How NOT To Write an App

*By Rodney D. Cambridge*

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## How NOT To Write an App By Rodney D. Cambridge

Rod Cambridge created an iPhone app called Top-Tens to see how easy it was to make some money as an app developer. In this eBook, Rod uses this experience to take the reader step by step through the things that should, and shouldn't, be done when creating an app for Apple's iPhone or its rivals including Google's Android and Microsoft's Windows Mobile devices.

With this eBook, you'll learn:

- \* What things should you incorporate, and avoid, when designing your app's User Interface.
- \* The importance of your product roadmap - and what should be in it.
- \* How to employ innovative, and guerilla, marketing tactics to get sales moving.
- \* How to develop a two-minute elevator pitch. You did realize you need an an elevator pitch, didn't you?

It's all here, and much, much more. Read "How NOT To Write an App" to give your app an edge in a very crowded marketplace.

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### **About the Author**

Rod Cambridge is a computer security expert who has worked in the security industry for the last twenty years in a variety of positions, including technical support, development and technical writing. He is the author of one published book and has more on the way. As an innovator, Rod has 4 granted US patents in his name in the area of computer security. Rod is a geek who is passionate about mobile computing in particular, cars and the ancient Chinese martial art of Tai Chi. Rod is married with four children and lives in London, England.

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