

A Practical Guide to Web App Success



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Web App Success

By DAN ZAMBONINI Foreword By MARK BOULTON

Most existing web app books cover a specific stage of the development process, such as the technical build or user interface design. For entrepreneurs or project managers who need a complete overview of the web app development lifecycle, little material currently exists.

In this book, balanced, well-researched advice is imparted with the understanding that different situations and organisations require different approaches. It distills the equivalent of multiple books into the vital, practical information you need to create a successful web app, mixing robust resources with narrative explanations.

作者介绍:

Dan Zambonini has helped hundreds of organisations create web and mobile apps, including the BBC, the National Gallery and the British Computer Society. He co-founded a number of award-winning web apps that collectively generate hundreds of thousands of dollars in annual revenue, and also a few apps that didn't quite make it. This book draws on his extensive experience to set out a practical process for lean web app development, from the spark of an idea to maintaining the growth of a successful product.

<http://www.fivesimplesteps.com/products/web-app-success>

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