# The Best Book on IOS App Marketing (Paperback)

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By Michael Amerson

Hyperink, United States, 2012. Paperback. Book Condition: New. 272 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT THE BOOK Mike Amerson, Co-Founder and President of WET Productions, Inc., learned the hard lesson that many developers face today: just because you built it, doesnt mean they will come. His game My Virtual Girlfriend went nine months with only modest sales until late in December of 2010, when he gathered what hed learned about app discoverability and used it to propel the game to the Top 100 list for its category. Furthermore, the game has only gained momentum, sitting in the Top 25 for over a year. Though Mike overcame the challenges of app development, he knows exactly what its like for a developer to spend time and money on a project that falls flat. Today, he shares his knowledge with other struggling developers, encouraging them to follow their dream to venture out and find success in the iOS space. MEET THE AUTHOR A longtime resident of Las Vegas, Nevada, Michael Amerson is a video game developer, who has worn many hats. In his 12-year career, Mike has been a 2D, 3D and lead artist, animator,...

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