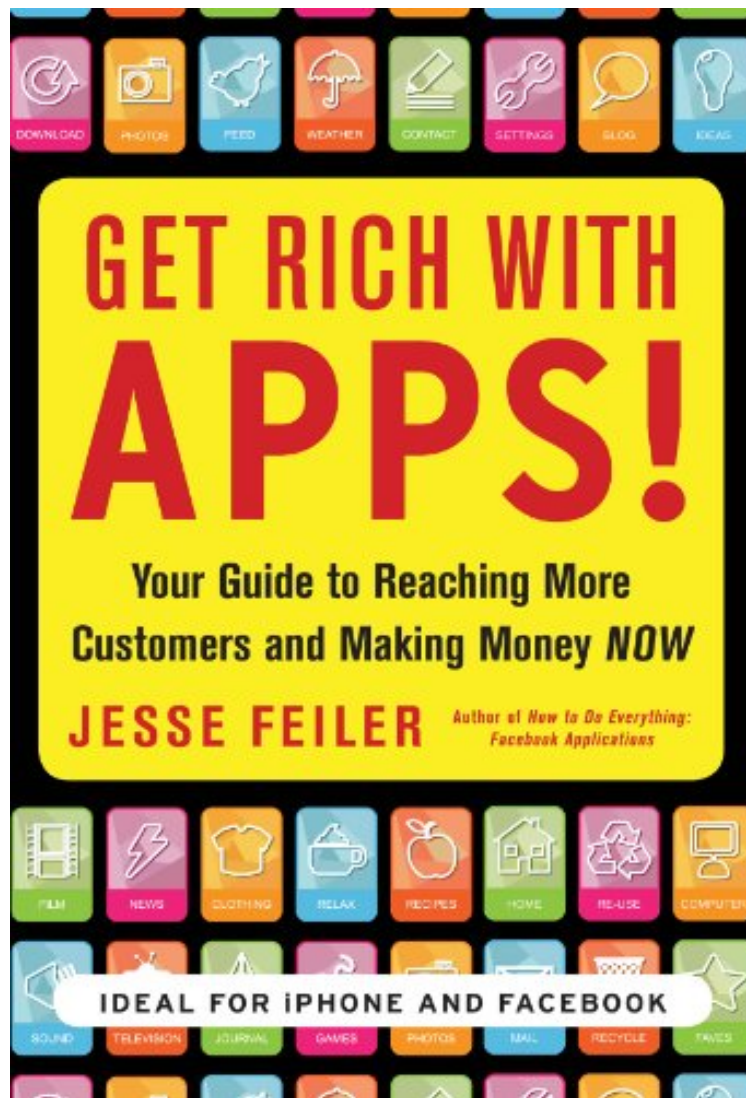


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is actually interested in developing an app would have done enough research to know most of the stuff in the book. There are some valid points in this book, but most of the book feels like a manual that just explains Facebook and iPhone and saying a lot of nothing in a round about way. I wish I could have previewed before this book before impulse buying. If you have the spare change for this book, go spend the money on downloading top apps on the iPhone or spending some money on Facebook to figure out how why people develop the way they do. It would probably be more helpful. 9 of 10 people found the following review helpful. Great Book, don't let the title fool you. By Casey Despite the title, this is not a "get rich quick" book. This book is full of detailed information on how to develop mobile apps and Facebook apps. I have been a software developer for 30 years. I recently started working with mobile apps and social media apps. This book doesn't discuss code, but it is written toward an experienced developer. This book discusses how to design and plan these apps and how they differ from traditional development. It explains how these new application forms differ from traditional enterprise applications. Facebook is contained in its own environment and the developer has to work within this environment. Mobile apps, of course, have small screens and minimal memory. And people use them differently than a desktop app. This book examines all of that in detail. If you are planning to extend your development skills to mobile and social media, this book will be a great start for you. I highly recommend it. 9 of 10 people found the following review helpful. weak, very weak By Sorin Travel by Dart I bought seven books on the same topic and I read 5 of them already. This one is by far the weakest, offering just very very general ideas. Nothing concrete, no examples, no tips, no links to check out, no directories, no suggestions to follow... For example, it is recommended to add within your App. Any list with potential platforms that offers that? Also, instead of focusing on one kind of app building (either for iPhone or Facebook) and getting more details for that, the author just lightly offers his opinion on how to make apps for the two of them - again, with no 'juice'. "Making money now" in the title is a horrible misleading. I am disappointed I bought the book.

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About the Author Jesse Feiler was chief of special projects for the Federal Reserve Bank of New York, where he designed and managed the development of Open Market Operations software. He is the author of How to Do Everything: Facebook Applications and How to Do Everything with Web 2.0 Mashups.