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## The Everything Guide to Mobile Apps: A Practical Guide to Affordable Mobile App Development for Your Business (Everythingreg;)

*Peggy Anne Salz, Jennifer Moranz*  
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About the Author Peggy Anne Salz is the chief analyst and founder of MobileGroove, which produces and promotes custom research, strategic thought leadership, and knowledge resources for the global mobile industry. Her writing has appeared in magazines and online