Mobile app development really took off with the creation of the App Store for iOS in 2008, and there has been an explosion in mobile usage in the past half decade. Not only has the number of available apps increased by a factor of hundreds to thousands, but the limitations of evolving technology are continually being pushed.

One way where mobile app usage has been making the most exciting inroads is in the broadening of commerce. Having constant access to customers through mobile applications is an enormous advantage over the traditional way of doing things. Sending notifications through apps, allowing one-click purchasing and opening new doors for marketeers, mobile devices are the wave of future enterprise. Businesses in every industry are waking up to these opportunities and competing to get themselves to market with the most efficient and most value-driven applications to hold and expand their customer bases.

Here we've collected several articles which will help you to get a quick and clear picture, how to organise the mobile app development process for your company:

Basics of Mobile App Development

How to plan B2B apps

How to choose a mobile application development company

How to market your application

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Why is app development so popular? Mobile use has so deeply permeated and so quickly introduced itself into the daily lives of customers that their expectations of it are maturing as rapidly as the technology itself. Customers demand quality, they demand efficiency and they refuse to take anything less.

With so many competitors on the market and such high user expectations, mobile app development needs to be done by professional developers to ensure business ROI is worth the risk.