

Spin Studio Launches Strategic Tips Series For Developers

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Mac-centric strategic marketing and business development company, Spin Studio LLC, today unveiled SpinTips for Mac developers. SpinTips is a series of strategic and tactical business hints and tips articles exclusively for developers in the Mac industry.

Santa Clara, CA - October 9, 2007 – Mac-centric strategic marketing and business development company, Spin Studio LLC, today unveiled SpinTips for Mac developers. SpinTips is a series of strategic and tactical business hints and tips articles exclusively for developers in the Mac industry.

Topics covered include Mac application development, distribution and retail, marketing and go-to-market initiatives, and more. The first article in the SpinTips series, Creating a Successful Mac Product, is available immediately with subsequent series articles to be published on a monthly basis. "When it comes to successfully creating and deploying a product in the Mac industry, developers need strategic information that gives them the upper hand in the marketplace," said Spin Studio founder and CEO, Ed Prasek. "The SpinTips series provides developers with this critical info so they can incorporate it into their creation of a strong, cohesive business path for their Mac compatible products."

To read the first SpinTips series article, visit the Spin Studio website at www.spin-studio.com/spintips1.html

Spin Studio, LLC:
<http://www.spin-studio.com>

Spin Studio (www.spin-studio.com) stands as a uniquely qualified strategic marketing company within the Mac industry, possessing exceptional knowledge and know-how relating to Mac consumers, Mac developers, the Mac channel, and even Apple itself. Founded by Macintosh industry veteran Ed Prasek, Spin Studio specializes in providing developers and companies in the Mac industry with marketing and business tools, services, and consultation needed to thrive in the marketplace. Prior to founding Spin Studio, Prasek was an integral member of Apple's Worldwide Developer Relations organization, and also served as Publisher and Editor in Chief of MacHome Journal magazine.

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