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Once a business has decided that they want to press ahead with a custom iPhone application then they first need to ensure that they don't fall foul to building something that does not adhere to Apple's strict rules on what can and can't be advertised in the app store.

One sure fire way to stay ahead of the game when developing an application for Apple is to contact a dedicated iPhone app developer, ensuring that you use an agency that has been through the hurdles that Apple ensure you have to jump through before your app can be put live within the store and you can create brand awareness or increase revenue.

Changes that are made will generally require that a business must use a [iPhone app developer](#) to ensure that all current protocol and legislation is completed so you do not jeopardise the chances of having the application approved.

The marketplace for mobile applications is growing there are now over 55 billion phones with internet access available global and unlike a home computer they do not need a great deal of space so they will all fit in your pockets, which makes it the perfect on the move advertising platform for any marketing department.

A good iPhone application development team will be able to advise a business on how to gain approval from setting you up with your own branded developer account so the app is in your name to ensuring that the application is built to the right standards using all best practice and experience.

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