



EMPLOYMENT LAW UPDATES WEEK OF JULY 19-23

Should your business create its own iPhone app?

With an estimated 30 million iPhone users, both large and small businesses are considering the potential marketing advantages of creating their own app. Because in most cases, cost isn't an issue, one of the only concerns is how to stand out from the estimated 250,000 apps that already exist. Reasons for creating the app should not be solely for reiterating what is on your website. The information on your app can generate publicity for your business while providing your customers a valuable service. Creating an iPhone app is potentially a great way to market yourself and provide consumers a different way to be exposed to your business.

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