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How To Build A Billion Dollar App: Discover The Secrets Of The Most Successful Entrepreneurs Of Our Time

**'A must read for anyone who wants
to start a mobile app business'**

RICCARDO ZACCONI,
FOUNDER AND CEO, KING DIGITAL
(maker of Candy Crush Saga)

HOW TO BUILD A BILLION DOLLAR APP

GEORGE BERKOWSKI



Synopsis

Apps have changed the way we communicate, shop, play, interact and travel and their phenomenal popularity has presented possibly the biggest business opportunity in history. In How to Build a Billion Dollar App, serial tech entrepreneur George Berkowski - one of the minds behind the internationally successful taxi hailing app Hailo - gives you exclusive access to the secrets behind the success of the select group of apps that have achieved billion-dollar success. Berkowski draws exclusively on the inside stories of the billion-dollar app club members, including Instagram, Whatsapp, Snapchat, Candy Crush, Square, Viber, Clash of Clans, Angry Birds, Uber and Flipboard to provide all the information you need to create your own spectacularly successful mobile business. He guides you through each step, from an idea scribbled on the back of an envelope, through to finding a cofounder, building a team, attracting (and keeping) millions of users, all the way through to juggling the pressures of being CEO of a billion-dollar company (and still staying ahead of the competition). If you've ever dreamed of quitting your nine to five job to launch your own company or you're a gifted developer, seasoned entrepreneur or just intrigued by mobile technology, How to Build a Billion Dollar App will show you what it really takes to create your own billion-dollar, mobile business.

Book Information

File Size: 1919 KB

Print Length: 479 pages

Page Numbers Source ISBN: 0349401373

Publisher: Piatkus (September 4, 2014)

Publication Date: September 4, 2014

Sold by: Hachette Book Group

Language: English

ASIN: B00J3C4RE6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #41,829 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #7 in Kindle Store > Kindle eBooks > Business & Money > Business Life > Ethics #9 in Books > Computers &

Customer Reviews

How to Build a Billion Dollar App: Discover the secrets of the most successful entrepreneurs of our time by George BerkowskiDo you want to become a billionarie? We do. Actually some of our clients are billion dollar companies. When we reviewed Peter Thiels book, from one to zero, we were hoping we would find the answers and help some of our 10-100 million clients to become billion companies.Peter ThielPeter Thiel suggests you should focus on next practice and create a monopoly based on something unique.That he total net profit that you earn on average over the course of your relationship with a customer (Customer Lifetime Value, or CLV) must exceed the amount you spend on average to acquire a new customer (Customer Acquisition Cost, or CAC).That you should only start your company with people you know very well and that purpose, cult and culture binds it all together.To be honest, his book is near to being glib. It is only interesting because Thiel wrote it.George BerkowskiGeorge Berkowski also writes about how to get to a billion. But he describes the journey from idea to a billion in detail. Using his work with Hailo as the template. It is a cracker. Should be compulsive reading for every entrepreneur. For every business.Combines the real life journey with a lot of the latest thinking on design, organisational development, data, marketing, communication, innovation, customer care, finance, fund raising. And because the talks about it in the context of apps and software it is at high speed.

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