How to Build a Billion Dollar App

George Berkowski

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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.

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