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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

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## Customer Reviews

How to Build a Billion Dollar App: Discover the secrets of the most successful entrepreneurs of our time by George Berkowski Do you want to become a billionaire? We do. Actually some of our clients are billion dollar companies. When we reviewed Peter Thiel's 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 Thiel Peter Thiel suggests you should focus on next practice and create a monopoly based on something unique. That the 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 Berkowski George 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 he talks about it in the context of apps and software it is at high speed.

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