

The book was found

# How To Build A Billion Dollar App



## 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

Paperback: 480 pages

Publisher: Piatkus (March 3, 2015)

Language: English

ISBN-10: 0349401373

ISBN-13: 978-0349401379

Product Dimensions: 6 x 1.4 x 9.2 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (38 customer reviews)

Best Sellers Rank: #77,292 in Books (See Top 100 in Books) #78 in [Books > Business & Money > Industries > Computers & Technology](#) #239 in [Books > Business & Money > Processes & Infrastructure > E-Commerce](#) #456 in [Books > Computers & Technology > Business Technology](#)

## 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 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 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 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.

[Download to continue reading...](#)

How to Build a Billion Dollar App App Development: App Design and Development for Beginners  
Troubleshooting PC Hardware: An Interactive Computer Diagnostic App (Help Desk in an eBook  
App 1) Shark Tales: How I Turned \$1,000 into a Billion Dollar Business Behind the Cloud: The  
Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and Revolutionized  
an Industry Straight Flush: The True Story of Six College Friends Who Dealt Their Way to a  
Billion-Dollar Online Poker Empire--and How It All Came Crashing Down . . . Card Sharks: How  
Upper Deck Turned a Child's Hobby into a High-Stakes, Billion-Dollar Business The Billion Dollar  
Spy: A True Story of Cold War Espionage and Betrayal Junkyard Planet: Travels in the Billion-Dollar  
Trash Trade Kingpin: How One Hacker Took Over the Billion-Dollar Cybercrime Underground  
Michael Jackson, Inc.: The Rise, Fall, and Rebirth of a Billion-Dollar Empire Taken Captive: The  
Secret to Capturing your piece of America's multi-billion dollar insurance industry The Arm: Inside  
the Billion-Dollar Mystery of the Most Valuable Thing in Sports Billion Dollar Painter: The Triumph  
and Tragedy of Thomas Kinkade, Painter of Light Straight to Hell: True Tales of Deviance,  
Debauchery, and Billion-Dollar Deals Green Giants: How Smart Companies Turn Sustainability into  
Billion-Dollar Businesses The Vatican Connection: The True Story of a Billion-Dollar Conspiracy  
Between the Catholic Church and the Mafia The Million Dollar Shot (new cover) (Million Dollar  
Series) The Death of Money: How to Survive in Economic Collapse and to Start a New Debt Free  
Life (dollar collapse, prepping, death of dollar, debt free, how to ... how to make money online, shtf  
Book 1) The Million Dollar Goal (Million Dollar Series)

