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'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)



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'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)*

'A fascinating deep dive into the world of billion-dollar apps. Essential reading for anyone trying to build the next must-have app' *Michael Acton Smith, Founder and CEO, Mind Candy*

**THE ULTIMATE GUIDE TO BUILDING AN APP-BASED BUSINESS - NOW REVISED AND UPDATED**

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 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 and Uber 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, 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.

**Title** : How to Build a Billion Dollar App  
**Author** : George Berkowski  
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