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Keating is the author of "The Appreneur Playbook: Game-Changing Mobile App Marketing Advice from the Pros" and host of the annual Appreneur Summit for game app makers.

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Explains how to design, create, and market a successful application across any mobile platform, including iPhone, iPad, Android, and BlackBerry.

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*How to Build a Billion Dollar App*

THE ULTIMATE GUIDE TO BUILDING AN APP-BASED BUSINESS - NOW REVISED AND UPDATED FOR 2017 '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 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.

Expert advice on how to succeed in the mobile market! Experts estimate that mobile app revenues will nearly quadruple over the next few years, but for many business owners and entrepreneurs, figuring out how to affordably create and market an app is a daunting challenge. But it doesn't have to be! With The Everything Guide to Mobile Apps, you'll learn all you need to know about creating a mobile app without breaking the bank account. In this book, you'll discover: What to consider when developing an app Which format best fits your needs and budget How to stand out in the app market The benefits of including apps in a marketing strategy How creating an app can improve business revenue From the development stage to marketing and beyond, The Everything Guide to Mobile Apps will help you develop an app that attracts more customers and boosts your business's revenue.

Coding is cool, and these fun projects help you get started today! Building a Mobile App offers basic lessons in Android development, designed specifically for kids! Three fun projects walk you through basic coding skills using MIT's App Inventor—a free, online programming tool that uses a simple block style language that makes coding easy to learn. No long chapters to read, and no homework—just dive right in! You'll begin with a basic project that shows you how to make an app that works; next, you'll put those skills to work on a photo editing app that takes your skills to the next level. Finally, you'll level up one more time to become a Game Maker—that's right, you'll actually build a mobile game that you can send to your friends! Each project includes step-by-step directions and plenty of graphics to help you stay on track, and easy-to-read instructions help you complete each project frustration-free. App building can get pretty complicated, but it doesn't have to start out that way. Start small to pick up the basics quickly, and you'll be coding in no time! This book helps you get started quickly and easily, with a focus on fun. Build your own Android mobile apps using a free online platform! Code everything yourself, including buttons, screens, and interactions! Build an app that lets you draw on pictures you take! Create a simple, interactive game you can share with your friends! Adults all over the world turn to For Dummies books for clear instruction with a sense of humor; the Dummies Junior books bring that same "learning is fun" attitude to kids, with projects designed specifically for a kid's interests, needs, and skill level. Building a Mobile App gets kids coding quickly, with fun projects they'll be happy to show off!

Whether you're just starting out or already a Fortune 500 giant, App Secrets is for you. App Secrets will show you how to: - Turn Your App Idea into a Million-Dollar Reality - Build Your App Business from the Ground Up and Live the Life of Your Dreams - Escape Your 9-to-5 Job and Live the Life of Your Dreams - Impact the Lives of Millions Across the World - And Lots More... All of the most successful apps, including Candy Crush, Instagram, Airbnb, Uber, and Snapchat incorporate the same fundamental traits. These elements are made easy to understand in what Sean Casto calls "App Secrets," to drive breakout success and achieve explosive growth. App Secrets uncovers how you can use these same strategies that today's fastest growing apps use to create your own Million Dollar or even a Billion Dollar app. You'll discover why some die and others succeed so you can avoid big mistakes and develop big winners. You will learn, step-by-step, highly successful methodologies, including: "Skyrocket Downloads Method" - Discover how apps DOUBLE, TRIPLE, or even 10X downloads through strategic organic marketing initiatives. This same method mastered by Flyp and TagFi can turn an app into a global phenomenon. "Viral App Blueprint"- Learn the specific blueprint of how today's smartest apps like Pokemon Go and Uber go viral and become instantly adopted by Millions. "Addiction Framework" - Discover the framework championed by Candy Crush and Snapchat to get people addicted to using your app every day, and making it indispensable.

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