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a other experience
and execution by
spending more cash.

yet when? pull off you
resign yourself to that
you require to acquire
those all needs later
than having
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Why don't you attempt
to acquire something
basic in the
beginning? That's

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Something that will
guide you to
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the globe, experience,
some places, when
history, amusement,
and a lot more?

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practical advice on
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the funding necessary
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interwoven with the
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and other billion dollar
apps including Angry
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Snapchat and
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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,

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By creating a
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burgeoning
ecosystem, you are
actually
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\$300 million to \$1
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profit. Bezos wanted
to keep prices low
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business is that there
needs to be real value

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needs to help
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billionaire Andrew
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many people make \$1
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especially in a sector
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another \$400 million a
year.

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A recent post called
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to be a billion dollar company (And thankfully he never uses the i-word once). If you like his premise it's a well written article with insights into how companies have achieved this in history: The first observation in looking at billion-dollar ...

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Can Learn Sports
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business' Riccardo

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Zacconi, founder and
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(maker of Candy
Crush Saga) 'A

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reading for anyone
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must-have app'

Michael Acton Smith,
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Mind Candy Apps
have changed the

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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

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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

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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

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another diversified
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The goal of this book is simple: to provide inspiration to others, so they can build a solid business and grow it into a billion-dollar company. Just as Richard Scrushy took this idea and turned it into a real, tangible product, his book shows you how to take your big idea and turn it into a real,

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profitable venture. It begins with a dream that you can only pursue by overcoming the fear of the unknown-obstacles, failures, humiliations- whatever form they may take, they can no longer stand in your way. Let Scrushy inspire and encourage you to take that first leap of faith. From

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there, it is a matter of making the math work, finding the money to get the ball rolling, building the management team, and taking your idea all the way to the top. Scrushy will show you what has worked for him in his two decades of experience, and he will help you avoid the

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same mistakes he
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overcome obstacles
on your climb to the
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learn from his life
experience while
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and one of the minds
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as so groundbreaking that they completely change life as we know it. The Apollo moon landing of 1961 was one of those events the invention of the Apple personal computer was another. In this book, John Sculley former CEO of both Pepsi and Apple claims we are in an era that is

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giving birth to
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groundbreaking
events and inventions
moonshots that will
change the way we
live and work for
generations to come.
The time is ripe,
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industries that will bring in billions of dollars while changing people's lives for the better. And in this book, he'll show you how to do it.

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The former Apple
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individuals,
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see the possibilities

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before they become obvious. This is the most exciting time ever to be part of the business world.

Throughout history, there are some events that stand out as so groundbreaking that they completely change life as we know it. The Apollo moon landing of 1961 was one of those

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events—the invention of the Apple personal computer was another. In this book, John Sculley, former CEO of both Pepsi and Apple, discusses an era that is giving birth to numerous groundbreaking events and inventions — moonshots — that will change the way we live and work for

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power is one of the biggest stories of our time. Every business that intends to be an important part of the fast-changing global economy needs to know how to play the game in China. Who better to be your guide than Jack Perkowski, the pioneer who went to China in the early

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1990s. Equipped with just a concept, he built a company step-by-step from the ground up—ASIMCO Technologies—that became a major player in China's fast-growing automotive business.

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ones like Michael Dell
and Bill Gates, but
with one obvious
difference: They and
others built their
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relevance to us all.
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good news about
China: Everything is
possible. The bad
news: Nothing is
easy. ¶ To build a
business in China,
you must develop a
local management
team¶ avoiding both
former bureaucrats of
the state-run
enterprises and the
country¶s new breed
of wildcat

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entrepreneurs. ¶ You must learn the real reason why China is able to produce goods so cheaply. ¶ Forget your notions about the Chinese economy being rigidly controlled by Beijing ¶ it is, in fact, highly decentralized and locally driven. As the Chinese say, ¶The mountains are high

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and the emperor is far away. Perkowski tells his story with clarity, lots of humor, and a gripping sense of adventure. He takes us along on his own version of the Long March, when he visited two factories a day for nine months, hitting every province, going through endless rounds of dinners and

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the inevitable drinking games, and eating what seemed like every part of every animal. He vividly describes what it's like to be a westerner living and working in China and the dramatic transformation he's seen in the country, from a place left behind by the modern

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into the Chinese
market, and a rich
wisdom about the
realities of China
today, Managing the
Dragon answers the
questions people ask

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Perkowski most often
about his unique
experience, as well as
those they never think
of asking—but should.

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wonderful, well
thought out analysis
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about strategy,

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growth, leadership,
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is a well-researched
and thoughtfully
written book that
quantifies the growth
pattern of America's
highest growth
companies."

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the seven key things
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□ William J. O'Neil,
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entrepreneurs,
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investors, and
policymakers. The
world needs this book
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in manifold ways."

□David M. Darst,
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John McCarthy MBE,
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members of The

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of the best examples
of the self-made man,
John started working
life at fifteen as a
"chippy". Every

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venture he has
embarked on, he has
achieved with drive
and success. His
legendary reputation
is as the most
successful builder of
retirement homes
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has also built and
skipped winning
ocean-racing yachts.
He has owned and
run a top polo team.

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He became a big game hunter and avid game bird shooter, underwater diver, skier and squash player. He makes other septuagenarians look really old. In this book John McCarthy recounts his fascinating life story so far. But these are not just the interesting

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John's tussles with
bankers and lawyers,
planners and
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and political
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competitors and
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employees tell a story
that has real
relevance to all

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entrepreneurs in
whatever field of
endeavour. John
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engagement and how
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pound company are
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America great: more people. If the most challenging crisis in living memory has shown us anything, it's that America has lost the will and the means to lead. We can't compete with the huge population clusters of the global marketplace by keeping our population static or

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letting it diminish, or
with our crumbling
transit and
unaffordable housing.

The winner in the
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to have more—more
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more utilization of
resources, more
people. Exactly how
many Americans do
we need to win?

According to Matthew

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Yglesias, one billion.

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writers, One Billion
Americans is the
provocative yet logical
argument that if we
aren't moving
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Vox founder Yglesias
invites us to think
bigger, while taking
the problems of
decline seriously.

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What really
contributes to national
prosperity should not
be controversial:
supporting parents
and children,
welcoming immigrants
and their
contributions, and
exploring creative
policies that support
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improved education, revitalized welfare, and climate change mitigation. Drawing on examples and solutions from around the world, Yglesias shows not only that we can do this, but why we must. Making the case for massive population growth with analytic rigor and imagination, One

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issues a radical but
undeniable challenge:
Why not do it all, and
stay on top forever?

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