App Empire: Make Money, Have a Life, and Let Technology Work for You

Chad Mureta

App Empire: Make Money, Have a Life, and Let Technology Work for You

Chad Mureta

App Empire: Make Money, Have a Life, and Let Technology Work for You Chad Mureta
A guide to building wealth by designing, creating, and marketing a successful app across any platformChad Mureta has made millions starting and running his own successful app business, and now he explains how you can do it, too, in this non-technical, easy-to-follow guide. "App Empire" provides the confidence and the tools necessary for taking the next step towards financial success and freedom. The book caters to many platforms including iPhone, iPad, Android, and BlackBerry.

This book includes real-world examples to inspire those who are looking to cash in on the App gold rush. Learn how to set up your business so that it works while you don't, and turn a simple idea into a passive revenue stream.Discover marketing strategies that few developers know and/or useLearn the success formula for getting thousands of downloads a day for one AppLearn the secret to why some Apps get visibility while others don'tGet insights to help you understand the App store market

"App Empire" delivers advice on the most essential things you must do in order to achieve success with an app. Turn your simple app idea into cash flow today

App Empire: Make Money, Have a Life, and Let Technology Work for You Details

Date   : Published March 27th 2012 by Wiley (first published September 21st 2011)
ISBN   : 9781118107874
Author : Chad Mureta
Format : Hardcover 205 pages
Genre   : Business, Science, Technology, Entrepreneurship

 Download App Empire: Make Money, Have a Life, and Let Technology ...pdf

 Read Online App Empire: Make Money, Have a Life, and Let Technolo ...pdf

Download and Read Free Online App Empire: Make Money, Have a Life, and Let Technology Work for You Chad Mureta

From Reader Review App Empire: Make Money, Have a Life, and Let Technology Work for You for online ebook

David Marsh says

I loved the specific steps to build your own app business - and the motivation along the way. Chad has a powerful story from start to finish, and the resources are very helpful in pointing readers to specific actions that will help them build their business.

I recommended it to a friend and he read it three times in one week and has taken more action from this book than any other start-up book that he has read.

John says

A great entry-point. I wanted more details on implementation and also marketing because that's the key component. You've built an app, great, but how do you get it across to people and get millions of downloads in the market place?

Gabriela says

Do you ever wonder how some people are able to make money even when they are not working? And their life looks flexible as they are able to do the things they want? Through his book, the App Empire, Chan Mureta introduces us into the world of apps development and marketing to make a passive and flourishing income.

I am impressed that for a technology book, it offers a pretty straightforward guide to succeeding in the apps business. I would certainly recommend this book to anyone looking to leverage the multi-million dollar apps industry. You can easily follow the concepts even if you are not a developer or experienced app programmer. I also applaud the fact that the author uses his own experiences of success to advice those who are just getting started.

This is a must read if you are looking for a book that gives an A to Z approach to cashing in on the apps market. However there are some points in this book that I disagree with. Mureta recommends creating a multitude of apps quickly to enhance your competitive advantage. While this mass production may have worked well for him, the book gives the impression that developers who do not churn out apps may not succeed. This approach is quite simplistic and obscures some of the realities of app production and marketing.

Lana says

Quick read. The book lacks depth in pretty much every area covered, nonetheless it can be a decent starting point and a good way to get the big picture of indie app development business. Even so I would NOT

recommend it to practicing developers as their marketing/business book.

NB: Mureta is yet another Tim Ferriss disciple, spreading the 'outsource-your-life' and 'get-rich-quick' idea.

Victor says

It is now time to start making millions!

Chris Stott says

This is an easy to read book which gives you what you need to know to start your app business in clear simple steps. Well written, it sells the lifestyle as well as the method.

Babak Birjandi says

App Empire is a good book that Chad Mureta gives you energy in it and learn you for doing a lovely job and follow you dreams. but this book just about Apple ecosystem and appstore, although this is also useful for an amateur app entrepreneur.
Overall i recommend this book for any person that he/she is not a software engineer or software developer but like to work in app and software world.

Durvesh says

It is good but keeps indirectly telling you not to do anything and keep outsource ...THough I doubt that's easy life of author is...

Hubert Byron says

Good book for inspiration and very practical approach but short on the details, sometimes a bit too fluffy and perhaps an oversimplification of the process...but if you want to get inspired, a great book for that.

Emily Williams says

First of all, Chad Mureta's story is amazing - he loses the use of his arm and then goes on to develop a multi-million dollar app business from just his iPhone. If that's not inspirational, I'm not sure what is). But, beyond that, it's still a remarkable book that shows how to cash in on the app gold rush without a background in technology or large amounts of start-up capital. The world's insatiable appetite for apps is growing at an astounding pace. Over 21 billion apps have been downloaded for Apple and Android devices alone and the

market is expected to reach $30 billion annually over the next few years.??Chad Mureta has made millions by starting his own successful app business with zero experience, and now he explains how you can do it too. App Empire offers the secrets to building wealth by designing, creating and marketing successful apps across any platform—iPhone, iPad, Android and Blackberry. Learn more at http://appempirebook.com

---

Brad Kynoch says

After his accident, the author rose from the ashes and systematically built his own app powerhouse that allowed him to design a new and more fulfilling life.

If you're interested in owning, designing, and running a mobile app business, this book combines a crash course in mobile app ideas/development/marketing, an entrepreneur's guide, a motivational speaker, a career coach, and the author's inspirational story.

Easy to read, relatively non-technical, and filled with "what has worked well" for the author's app business, this book gives you a blueprint to build on, and suit to your own business aspirations and personal style.

Mahdi abbasi says

https://www.goodreads.com/book/show/1...#

Sukanta Maikap says

This book requires some serious update. Irrespective of that, this is a nice and helpful book about app business, though me being a software engineer it is hard to gulp the idea of outsourcing coding for the app. Definitely the author is heavily influenced by Tim Ferris (4 Hour Work Week)

Biabani says

???? ???? ????? ???? ??? ???? ??? ???? ? ?? ?????? ???? ????? ?? ?? ????? ????? ???? ????? ???? ????????
???. ????? ?? ??? ??? ?????? ???? ???.

---

camcollins says

Kind of outdated at this point. Most of these types of books about industries that are evolving so rapidly are, but Chad outlines some great strategies anyone can incorporate who is serious about building and marketing mobile apps. The book is more consumer app focused and my company build mobile apps. Nonetheless I recommend this book to anyone just starting out in the mobile app biznass.