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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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If you have ever set a goal and failed to reach it you need to read this book.Over 90% of New Year's Resolutions are abandoned by January 15th, but somehow the myth that setting goals will magically change your life persists in our culture.The idea of Anti-Goals is incredibly simple to understand and it actually works. Instead of setting a goal and hoping you will follow through (even though you know deep down that you won't), with anti-goals you are actually just avoiding things that you already don't like.What is the worst part of your day at work? For many people it is long meetings, for others it is the commute. When you create an anti-goal of "I don't want to waste my time in meetings" or "I don't want to spend more than an hour in the car every day", it frees up your thinking to begin searching for answers.This book will show you. Why traditional goal setting doesn't work How to find your anti-goals in all areas of your life Biographies of people practicing anti-goal setting like Marie Kondo and Charlie Munger How to discover what you don't want How to make tasks lead to desired outcomes If you want a new perspective on what you can do to improve every facet of your life this book will help you get started. Buy today and get a free download of the most popular anti-goals for every aspect of your life.

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Learn how to design needed apps, have them developed, and market them to the public.

A software survival guide for non-technical entrepreneurs entering the tech space who want to reduce the uncertainty associated to starting their business, and for seed startups who require support and ideas when dealing with the daily realities of managing the software development process and getting a quality software application built and launched.

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 Zaconi, 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.

This edition, written for readers who have an adequate background in chemistry, continues the emphasis of the scientific aspects of the study of foods. Drawing upon the basic sciences of chemistry, physics, microbiology, and physiology, it provides readers with an understanding of the complex nature of food and the changes that occur when it is prepared, processed and stored, whether at home, in the industrial kitchen, or in industry. The book integrates the theoretical and practical aspects involved in the production and handling of foods.

This interactive book featuring 10 sounds is perfect for fans of the hit CBeebies series, Bing.

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