



# Unleashing the Killer App: Digital Strategies for Market Dominance (Paperback) - Common

*By (author) Chunka Mui, Foreword by Nicholas Negroponte By (author) Larry Downes*

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Offers a progressive guide to transforming your company into a place where killer apps are born. This title identifies the twelve fundamental design principles for building killer apps. It illustrates these principles with classic stories from history and examples from a range of industries that have successfully developed killer apps.

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