

App Gangster: Becoming the Godfather of Smartphone Apps

In the early days of the smartphone revolution, there was one man who stood head and shoulders above the rest: Mike "App Gangster" Morhaime. As the founder and CEO of Blizzard Entertainment, Morhaime was responsible for some of the most popular and successful video games of all time, including World of Warcraft, StarCraft, and Diablo.

But Morhaime's success didn't come easy. He started out as a struggling game developer, working long hours in a cramped office with a shoestring budget. But he had a vision for the future of gaming, and he was determined to make it a reality.



App Gangster - Becoming The Godfather Of Smart Phone Apps

★★★★★ 5 out of 5

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In 2009, Morhaime launched his first mobile game, a simple tower defense game called Fieldrunners. The game was an instant success, and it quickly

became one of the most popular apps on the App Store. Morhaime followed up with a string of other successful games, including StarCraft II and Diablo III.

By the early 2010s, Morhaime was a bona fide app gangster. He had built a multi-billion dollar empire, and he was considered one of the most successful entrepreneurs in the world. But his success came at a price. Morhaime was a workaholic, and he often put his employees under immense pressure to meet deadlines.

In 2014, Morhaime stepped down as CEO of Blizzard Entertainment. He said he was tired of the stress and the long hours, and he wanted to spend more time with his family. But many people believe that Morhaime's departure was also due to the growing pressure from investors to increase profits.

Since leaving Blizzard Entertainment, Morhaime has kept a low profile. He has invested in a number of startups, and he has been working on a new game project. But he has largely stayed out of the public eye.

Morhaime's story is a fascinating one. It is a story of ambition, success, and failure. It is a story that offers valuable lessons for anyone who wants to start their own business.

Lessons from App Gangster

* **Don't be afraid to dream big.** Morhaime started out with a vision for the future of gaming, and he was determined to make it a reality. He didn't let anyone tell him that his dreams were too ambitious. * **Work hard and never give up.** Morhaime worked long hours and put in countless hours of

effort to build his business. He never gave up on his dreams, even when things were tough. * **Be willing to take risks.** Morhaime took a number of risks throughout his career. He left a stable job to start his own company, and he invested in new technologies that were not yet proven. * **Be persistent.** Morhaime didn't give up on his dreams, even when he was faced with setbacks. He kept working hard and eventually achieved his goals. * **Don't be afraid to fail.** Morhaime failed many times before he finally achieved success. But he learned from his mistakes and never gave up.

Mike "App Gangster" Morhaime is a true success story. He started out with a dream and turned it into a reality. His story offers valuable lessons for anyone who wants to start their own business.



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