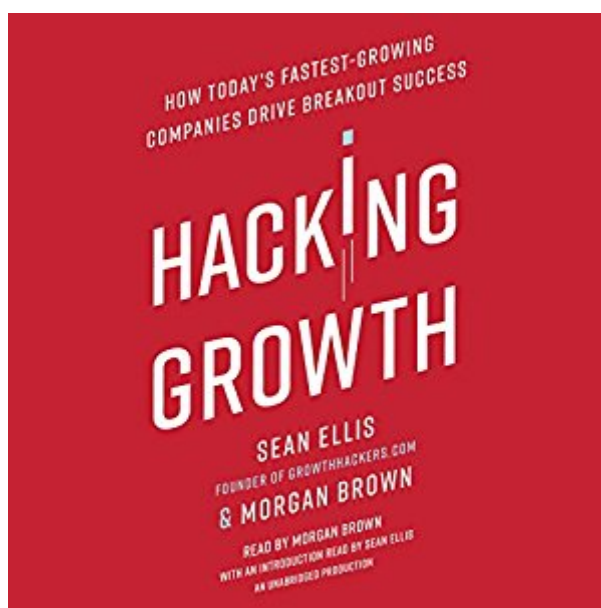The book was found

Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success

Synopsis

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche website frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was My Space's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City yellow cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and its practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers, and executives who make up the community of GrowthHackers.com. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks listeners through the process of creating and executing their own custom-made growth hacking strategy. It is a must listen for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Book Information

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Customer Reviews

This is one of the best marketing books I've ever read, and I write marketing books so I like to think that's saying something.My fear when I purchased the book is that the first half would be all preaching to choir on the need for growth hackers and the impact it's made, but thankfully they got through that very, very quickly. I understand that a some of this is necessary just to set the context, but far too often "category-defining" books like this waste too much time on rah-rah and never get to the execution. Thankfully, this book was almost all execution...I love that it gets straight into meaningful specifics about how to structure a team and how to test your offer to make sure it's worth of growth, and then it dives into specific tactics. It will be interesting to see how this book ages and how frequently the authors need to write updates and new additions, but for now, I don't think there's a more relevant book you can read if your goal is growth.

I have followed Sean's career for many years and think this is a first-rate book for modern product development. It might replace The Lean Startup as the book I suggest when asked. I feel the biggest strength is that it provides a framework that can used from a one-person startup to a large company. The writing style is easy, accessible and straightforward.However, it's strength it also a bit its weakness. I feel most of these topics could be gone into much more depth (although that is somewhat of a given for a topic like this). growthhackers.com seems like a great resource for more information and one that I hadn't used much before the book.

Growth Hacking might be the most misunderstood term in businesses today. Sean and Morgan have done a brilliant job of defining what Growth Hacking really is and have laid out a step by step guide that any size company can follow to grow. This book gave me a personal sense of satisfaction knowing that I had used a similar methodology for growing a company, but it was so nice to have example after example of how different companies (Dropbox, Qualaroo, Inman news, Airbnb, etc.) implemented each of the sections of Hacking Growth (Acquisition, Activation, Retention, Revenue, and Referral) and how to build a team around this concept.If you think Growth Hacking is marketing then you need to read this book.If you need Growth at your company but aren't sure if you should

focus on existing customers, new products, new customers, etc., you need to read this book.If you are starting a company, read this book.If you are at a mid-size or enterprise company and you don't have a Growth Team, read the book.If you want a team that can optimize every part of your company, this book tells you how to organize them.Big thanks to Sean and Morgan's contribution to helping any company grow from a scientific method.

Great Read!!! Not being an avid reader a book must cover an interesting topic and be written in Layman's terms. From the first two pages I was hooked. Working in the SAAS space and wondering why some decisions are made by marketing that don't make sense "Hacking Growth" helps make sense of all of it. I highly recommend for anyone in sales who feels like marketing is not listening and making strange decisions. Very thought provoking and easy to understand just how valuable data is and when used properly can help a business grow quickly.

Books is super insightful. I paid particular attention to the Hacking Retention chapter. This is often ignored and represents a huge missed opportunity.

I run a technology startup and had heard about Sean Ellis ' work in the past. This book has helped up a ton to the point of having changed our strategy, team and tactics because of it. I invited everyone in my team to read it. Give yourself a chance and do so, too.

I loved this book. I let me know how big and small companies spread the word and grow their company. An easy read, but I found myself highlighting it constantly. Great work!

Best book I ever read on Growth Hacking.Very detailed and as it gives you the process you need to follow at every stage in your growth funnel! Love it :)

Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success Hacking: Ultimate Hacking for Beginners, How to Hack (Hacking, How to Hack, Hacking for Dummies, Computer Hacking) Hacking with Python: Beginner's Guide to Ethical Hacking, Basic Security, Penetration Testing, and Python Hacking (Python Programming, Hacking, Python Coding, Python and Hacking Book 3) Hacking University: Freshman Edition Essential Beginnerâ ™s Guide on How to Become an Amateur Hacker (Hacking, How to Hack, Hacking for Beginners, Computer ... (Hacking Freedom and Data Driven Book 1) Hacking: How to Hack Computers, Basic Security and

Penetration Testing (Hacking, How to Hack, Hacking for Dummies, Computer Hacking, penetration testing, basic security, arduino, python) Hacking: Wireless Hacking, How to Hack Wireless Networks, A Step-by-Step Guide for Beginners (How to Hack, Wireless Hacking, Penetration Testing, Social ... Security, Computer Hacking, Kali Linux) Growing Marijuana: Box Set - Growing Marijuana For Beginners & Advanced Marijuana Growing Techniques (Growing Marijuana, Marijuana Growing, Growing Marijuana Indoors) Travel Hacking: Secrets: The Definitive Beginner's Guide to Travel Hacking and Flight Hacking: How to Fly Anywhere for Free and Make the Airlines Pay for You How Innovation Really Works: Using the Trillion-Dollar R&D Fix to Drive Growth: Using the Trillion-Dollar R&D Fix to Drive Growth (Business Books) Growing Marijuana: Marijuana Growing Tips and Tricks to Get Big Yields For Beginners! (Growing Marijuana For Beginners, Growing Marijuana Indoors & Outdoors, Growing Marijuana Tips and Tricks) Growing Mushrooms for Profit: The Definitive Step-By-Step Guide to Growing Mushrooms at Home for Profit (Growing Mushrooms for Profit, Growing Mushrooms ... Mushrooms, Growing Oyster Mushrooms) Swim Speed Workouts for Swimmers and Triathletes: The Breakout Plan for Your Fastest Freestyle (Swim Speed Series) The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth Weed: The Ultimate Quick Guide To Growing Great Marijuana (How To Grow Your Own Weed, Growing Marijuana for Beginners, Big Buds, High Yields, Growing Marijuana Indoors, Weed Growing Book 1) Growing Marijuana: Big Buds, Growing Marijuana In Soil For Beginners (Growing Marijuana, Marijuana Cultivation, Marijuana Growing, Medical Marijuana, Marijuana Horticulture) Hacking: Computer Hacking, Security Testing, Penetration Testing, and Basic Security Hacking Made Simple: Full Beginners Guide To Master Hacking Hacking: Computer Hacking Beginners Guide How to Hack Wireless Network, Basic Security and Penetration Testing, Kali Linux, Your First Hack Hacking: Basic Security, Penetration Testing and How to Hack (hacking, how to hack, penetration testing, basic security, arduino, python, engineering Book 1) Java: 2017 Ultimate Beginners Guide to Learn Java Programming (java for dummies, java apps, java for beginners, java apps, hacking, hacking exposed) ... Programming, Developers, Coding, CSS, PHP)