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

By Morgan Brown, Sean Ellis

Ebury Publishing, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. a compelling methodology. to increase market share quickly -- Eric Ries, bestselling author of THE LEAN STARTUP a must-read for anyone in business -- James Currier, managing partner, NFX Guild will teach you how to think like a marketer of tomorrow -- Josh Elman, partner, Greylock Partners Growth is now the first thing that investors, shareholders and market analysts look for in assessing and valuing companies. HACKING GROWTH is a highly accessible, practical, method for growth that involves cross-functional teams and continuous testing and iteration. Hacking Growth does for marketshare growth what THE LEAN STARTUP does for product development and BUSINESS MODEL GENERATION does for strategy. HACKING GROWTH focuses on customers - how to attain them, retain them, engage them, and monetize them - rather than product. Written by the method's pioneers, this book is a comprehensive toolkit or bible that any company in any industry can use to implement their own Growth Hacking strategy, from how to set up and run growth teams, to how to identify and test growth levers, and how to evaluate and act on the results. It is designed for...



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