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« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gerea, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze 🟦🟦🟦🟦 86% of Readers Rated it 5-Stars 🟦🟦🟦🟦 « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » – Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » – Paul Gillin, Co-Author, Social Marketing to the Business Customer Entrepreneur and bestselling author of The Lean Startup, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In The Lean Startup, Eric Ries laid out the practices of successful startups – building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In The Startup Way, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, The Startup Way is an essential road map for any organization navigating the uncertain waters of the century ahead.
Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have $6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to

grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.
As the ants work all summer and fall to prepare for winter, grasshopper dances and plays. When winter comes, grasshopper is cold and hungry and it's the ants turn to play. Find the moral to Aesop's fable in the easy-to-read, brilliantly illustrated Short Tales Fable The Ants and the Grasshopper. Short Tales is an imprint of Magic Wagon, a division of ABDO Publishing Group. Grades 1-4.

In Growth Hacking: Silicon Valley's Best Kept Secret, growth consultants Raymond Fong and Chad Riddersen deconstruct the phenomenon used by Silicon Valley's fast growing tech elite, growth hacking. Raymond and Chad's framework, the ASP(TM), is an easy to understand blueprint that empowers any business to apply growth hacking. The ASP(TM) was developed through their work in the tech community and used to produce high-leverage, scalable growth for companies in a variety of industries including several companies featured on ABC's TV show Shark Tank. If you're looking for creative, cost-effective ways to grow your business, then ASP(TM) is the answer.
Nine out of ten tech startups fail because they lack traction. Visits, Signups, LOIs, Demos, Trials, Revenue, Retention, and Referrals are critical KPIs to measure success. But how do you achieve the highest conversion rates for a prototype, MVP, or product with adoption, when product-market-fit is not given yet? With Creative Traction Methodology, Tommaso turns the intangible yet tremendously important topic of Growth Hacking into a structured, easy-to-run, three-step framework for startup entrepreneurs to apply. This book is a must read for any innovator aiming to capitalize market shares. ABOUT THE AUTHORSerial Entrepreneur and Startup Investor, Author, Advisor, and Faculty at the University of California Berkeley. Tommaso has built four tech startups from scratch and has two exits under his belt.Tommaso is passionate about sharing his lessons learned from nearly two decades of entrepreneurial tech expertise as a frequent global keynote speaker and as an advisor to some of Silicon Valley's most renowned startup accelerators such as Google Launchpad, Draper University, and The Alchemist.He is a faculty member at UC Berkeley running a class on entrepreneurship in the field of Robotics and Autonomous Systems and serves the roles of guest lecturer at Stanford University.Based in Silicon Valley, Tommaso's current firms include Awesm Ventures, an early-stage investment firm that, unlike others, partners with mobility corporations to drive external innovation by leveraging data-driven startups.And The SiliconVal.ly Institute, that provides immersive educational courses and MBAs to corporate executives focusing on digital transformation and corporate innovation, in collaboration with global top universities."My current mission is to contribute to reducing the failure rate for innovation! I do this by helpingcorporates to systematically innovate & startups to capitalize in traditional industries"
The startup playbook for partnering with big business Corporations are desperate to overhaul their culture and the perception that they are giant, bureaucratic dinosaurs too slow to react in a rapidly changing business landscape. Many are trying to be more innovative and agile, like a startup. One easy way to achieve this goal is through partnering with or acquiring a startup. Corporate venture capital (CVC) now makes up 25 percent (~$18 billion) of all venture capital dollars in North America. The Startup Gold Mine reveals how the world's largest and most prestigious brands make innovation decisions, including new product launches, vendor-startup partnerships, and even billion-dollar acquisitions. The book also details the ways startups can leverage corporate strengths and weaknesses for mutual benefit. Readers will learn Why the "innovator's dilemma" is leading large companies to seek out partnerships with startups How to close a deal with a large company, from first connection to getting paid Strategies to troubleshoot common land mines that startups encounter when working with large companies Ways to navigate the convoluted corporate landscape without spending a fortune on conferences and consultants. Author Neil Soni draws on his experi-

ence as an entrepreneur and as an external innovator with premier brands like Estée Lauder, MAC, and Smashbox to reveal large companies' inner workings, as well as how startup founders and employees can use this knowledge to close the biggest deals of their lives. PRAISE FOR THE STARTUP GOLD MINE "A really useful guide for startup founders and big company executives alike. Packed with practical steps and common mistakes, this book is one to read attentively and keep handy for future referencing." --Maria Thomas, former Etsy CEO, SmartThings CMO "The Startup Gold Mine is THE playbook for getting your startup-corporate deals across the finish line. Every founder needs to read this!" --Justin Mares, founder of Kettle & Fire, coauthor of Traction "Over the last decade, big companies have completely changed their approach to innovation, with startups at the center of those efforts. The Fortune 500 are turning to startups for innovation across every facet of their business, ranging from marketing and sales to customer service and logistics. Gone are the days when 'no one ever got fired for buying IBM.'" --Dave Knox, author of Predicting the Turn, cofounder of The Brandery, CMO of Rockfish "A productive relationship with the right corporate partner can unlock years of growth for a startup. On the other hand, there are numerous pitfalls along the way that can have you running in circles. The principles in The Startup Gold Mine give founders the proper framework to navigate the startup-corporate intersection to get their deal done." --Sean Ammirati, partner at Birchmere Ventures, author of The Science of Growth "Giftology will get you in the door. The Startup Gold Mine will help you close the deal. This is a must-read book for anyone selling into large organizations!" --John Ruhlin, author of Giftology, founder and CEO of the Ruhlin Group "I've been working with startups in rapidly growing and evolving industries for over a decade. The principles Neil outlines in The Startup Gold Mine are spot on and essential reading for any founder looking to grow his or her business." --Chris Chaney, founder, president, and owner, Infinite Esports & Entertainment
Why are some products and ideas talked about more than others? Why do some articles make the most emailed list? Why do some YouTube videos go viral? Word-of-mouth. Whether through face--to-face conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our own behaviour. Indeed, word-of-mouth generates more than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions.It is between 8.5 and 30 times more effective than traditional media.But want to know the best thing about word-of-mouth? It's available to everyone.Whether you're a Fortune 500 company trying to increase sales, a corner restaurant trying to raise awareness, a non-profit trying to fight obesity, or a newbie politician running for city council, word-of-mouth can help you succeed. And you don't have to have millions of dollars to spend on an advertising budget. You just have to get people to talk.The challenge, though, is how to do that. This book will show you how.
Why do good teams fail? Very often, argue Deborah Ancona and Henrik Bresman, it is because they are looking inward instead of outward. Based on years of research examining teams across many industries, Ancona and Bresman show that traditional team models are falling short, and that what's needed--and what works--is a new brand of team that emphasizes external outreach to stakeholders, extensive ties, expandable tiers, and flexible membership. The authors highlight that X-teams not only are able to adapt in ways that traditional teams aren't, but that they actually improve an organization's ability to produce creative ideas and execute them--increasing the entrepreneurial and innovative capacity within the firm. What's more, the new environment demands what the authors call "distributed leadership," and the book highlights how X-teams powerfully embody this idea.
Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ulti-

mate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the "so bad she gave them an award." Alexandra Watkins is not afraid to name names.

Imagine if you had the exact playbook used by today's top startups to grow a business online. That's what Jim Huffman is giving you with The Growth Marketer's Playbook. In this honest how-to guide, VC advisor & startup founder, Jim Huffman, serves up the exact growth marketing strategies he uses to help companies achieve explosive growth.

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

50+ Proven Ways to Scale Your Business Without a Marketing Budget Marketing is consistently considered one of the main reasons that startups fail, and every year, tens of thousands of businesses close simply because they didn't prioritize marketing early enough. The problem is that many start-up founders believe they cannot do any real marketing until they can afford it, and that's simply not true, because Marketing doesn't have to cost a dime! After 15 years handling growth for startups, Andrew Lee Miller, an accomplished, early-stage startup marketing expert, who's taken three young companies to multi-million dollar exits, found that there were tons of valuable growth strategies that could be implemented that don't cost anything. Bootstrapped Marketing, Growth Hacking, Organic Marketing and more, all refer to the lesser known ways of attaining scalable growth for your business without a large "war chest" for paid advertising, and Andrew has spent over a decade developing, testing, and proving out the best of the best strategies that actually work. The Startup Growth Book then is the culmination of Andrew's 15+ years of in-the-trenches startup growth experience and is the only business book out there that actually teaches entrepreneurs and marketers how to build sustainable, scalable growth, channel by channel, with zero advertising budget. Tried and tested by Andrew himself, this book directly draws from Andrew's experiences scaling over 100 startups in over a dozen nations and languages. This book is ideal for young marketers who want to learn cutting-edge tactics from a master, as well as new businesses that want to grow organically and prove traction without spending cash on Paid Advertising. For the first time ever, Andrew will show you how to scale organically using 10 different channels. Learn exactly how to launch and scale these channels without spending money: * Public Relations across all major media channels * Search Engine Optimization so people can discover you organically * Email Market-

ing to master the most effective means of marketing communication * Social Media Marketing and Influencer Marketing done right ... and more. After reading this book, you will be able to implement these lessons to drive growth in your business without needing to outsource to a Marketing agency, hire a marketing team, or even run any Facebook ads. Dozens of companies have already implemented Andrew's growth hacking tactics, and have scaled to millions of dollars in revenue.

In 'Traction', successful entrepreneurs Gabriel Weinberg and Justin Mares offer a comprehensive overview of the various ways startups can achieve strong, sustainable growth, and a guide to choosing the ones that will make the difference to your business. Why do so many startups fail? According to entrepreneurs Gabriel Weinberg and Justin Mares, most failed startups make the fatal mistake of putting all their effort into perfecting their product at the cost of reaching out to potential users

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover all the methods that the most successful companies of the 21st century use or have used to gain traction. There are testimonials from the co-founder of Wikipedia, Reddit, OkCupid, the founder of Hubspot and the CEO of Kayak. *You will also discover that : no matter how great your product may seem, it will be useless if you don't have users; you have to test, test and test again; the user acquisition channels that seem incompatible with your business are often the most interesting and unexploited; you need to set numerical objectives to make them a reality. *You need to spend 50% of your time developing your product and 50% of your time on your company's traction, i.e. on user acquisition mechanisms. The reason is simple: startups often fail because they don't have enough users. Therefore, it is essential to do both in parallel. *In the short term, the development of your product will probably be slowed down. However, this will accelerate the success of your product in the market. On the one hand, you will have a product that people want. On the other hand, you will have already tested several acquisition channels before your offer is released, which will allow you, when you launch, to grow rapidly. *Buy now the summary of this book for the modest price of a cup of coffee!

In this thought-provoking volume, a physician and public health expert challenges the notion that detecting cancer early always saves lives.

Brilliance of the Moon is the third book in the Tales of the Otori series by Lian Hearn. Don't miss the related series, The Tale of Shikanoko. A beautiful, haunting evocation of the medieval Japan of Lian Hearn's imagination, this thrilling follow-up to Grass for His Pillow and Across the Nightingale Floor delves deeper into the complex loyalties that bind its characters from birth. Filled with adventure and surprising twists of plot and fortune, this third book in the Tales of the Otori series travels beyond the Three Countries, to the outside influences that threaten to intrude upon this isolated realm.

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 web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace'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 it's 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 Growth Hackers. 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 readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manger looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." Peter Thiel, billionare PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

The De Malo represents some of Aquinas' most mature thinking on goodness, badness, and human agency. In it he examines the full range of questions associated with evil: its origin, its nature, its relation to good, and its compatibility with the existence of an omnipotent, benevolent God. This edition offers Richard Regan's new, clear readable English translation, based on the Leonine Commission's authoritative edition of the Latin text. Brian Davies has provided an extensive introduction and notes. (Please note: this edition does not include the Latin text).

A predictable pattern of success Entrepreneurs who have read early drafts of The Start-Up J Curve responded, ''I wish I had this book years ago.'' A start-up unfolds in a predictable pattern; the more aware entrepreneurs are of this pattern, the better able they will be to capitalize on it. Author Howard Love calls this pattern the start-up J Curve: The toughest part of the endeavor is the time between the actual start of a new business and when the product and model are firmly established. The Start-Up J Curve gives entrepreneurs the tools they need to get through the early challenges so they can reach the primary value creation that lies beyond. Love brings thirty-five years of start-up experience to this comprehensive guide to starting a business. He outlines the six predictable stages of start-up growth and details the activities that should be undertaken at each stage to ensure success and to avoid common pitfalls. Instead of feeling lost and confused after a setback, start-up founders and investors can anticipate the challenges, overcome the obstacles, and ride the curve to the top.

Angel investing can be fun, financially rewarding, and socially impactful. But it can also be a costly endeavor in terms of money, time, and missed opportunities. Through the successes, failures, and collective experience of the authors you'll learn how to increase your chances of success and your payout when your investment succeeds, and what to do if things go sideways. You'll learn how to evaluate deals like a lead investor, think through term sheets like a lawyer, and keep perspective through losses and triumphs. This book will also be of use to founders raising an angel round, who will be wise to learn how decisions are made on the other side of the table. No matter where you're starting from, this book will give you the context to become a savvier thinker, a better negotiator, and a positive member of the angel investing and startup communities.

Why do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the "right things," but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail. From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate.

OVER 1 MILLION COPIES SOLD! Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical.The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every

day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

The grand narratives of European music history are informed by the dichotomy of placements and displacements. Yet musicology has thus far largely ignored the phenomenon of displacement and underestimated its significance for musical landscapes and music history. Music and Displacement: Diasporas, Mobilities, and Dislocations in Europe and Beyond constitutes a pioneering volume that aims to fill this gap as it explores the interactions between music and displacement in theoretical and practical terms. Contributions by distinguished international scholars address the theme through a wide range of case studies, incorporating art, popular, folk, and jazz music and interacting with areas, such as gender and post-colonial studies, critical theory, migration, and diaspora. The book is structured in three stages—silence, acculturation, and theory—that move from silence to sound and from displacement to placement. The range of subject matter within these sections is deliberately hybrid and mirrors the eclectic nature of displacement itself, with case studies exploring Nazi Anti-Semitism in musical displacement; musical life in the Jewish community of Palestine; Mahler, Jewishness, and Jazz; the Irish Diaspora in England; and German Exile studies, among others. Featuring articles from such scholars as Ruth F. Davis, Sean Campbell, Jim Samson, Sydney Hutchinson, and Europea series co-editor Philip V. Bohlman, the volume exerts an appeal reaching beyond music and musicology to embrace all areas in the humanities concerned with notions of displacement, migration, and diaspora.

Hey there! My name is Aladdin Happy, and I'm the leader of GrowthHackingIdea.com, a community of over 26,000 growth hackers. This book contains something crazy. It's exactly the same framework I use to create growth hacking plans for startups who pay $10,000 for it. The book contains detailed instructions, templates and a growth hacking mindset training for your entire company. This book also includes the TOP 300 growth hacks from my personal collection. I gathered them from all over the internet over 300 days. Why the hell am I sharing all this? For 3 reasons: 1. I have no more time to create growth hacking plans for startups, as I'm totally involved in my own company. 2. I love to do crazy things. This is how the GrowthHackingIdea community started out. I just decided to share my personal collection of best growth hacking ideas with other entrepreneurs. 3. I love to help. I know what it's like to be a CEO of a startup that never takes off, no matter what you do or how hard you try. It's a terrible feeling. This book is my way of giving back to folks like me from the not-so-distant past. TOP 300 growth hacking case studies and tricks: 1. +6258% to the price to sell the product 2. +124% better usability 3. Never use these headlines (63% worse CTR) 4. +300% people to read your content 5. A/B test. 2 headlines. 40% difference. 6. Replace one word to get 90% more clicks 7. From $0 to $75K MRR with 0 marketing budget 8. 100x more traffic from Facebook (e-commerce) 9. Epic hack: +600% increase 10. 3,500 sign ups in 24 hours 11. Get 80% of emails of your Facebook friends 12. +100% to response rate (cold emails) 13. 3 words increased mobile conversions by 36% 14. Reduce Facebook ads cost by 41% 15. #3 on Google in 14 days 16. 2,000,000 downloads 17. +100% in signups (2 small tricks) 18. +120% to CTR from emails 19. +228% to your ads conversions 20. Revenue jumps up by 71% 21. A 300% increase in monthly sales leads 22. A +232% lift to account signups 23. 55%-400% more leads 24. +500% to Facebook engagement 25. From $0 to $100K in MRR in 11 months 26. This boosted conversions by 785% in one day 27. 2815% ROI 28. Crazy 27% conversion from free to paid 29. Paid signups increased by 400% 30. +262% increase in purchasing the bigger plan 31. 602% more shares 32. From 150K users to 2M in 5 months 33. "Tetris hack" to boost retention by 370% 34. Boost LTV by 108% + 266 more growth hacking case studies and tricks you can put into practice right away

"The Lean Entrepreneur" banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. This guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently. Traction. Startups Need It. Learn How To Get It. Vision, groundbreaking ideas, total commitment, and boundless enthusiasm characterize most startups, but they require capital to go from promising product to scalable business. More than 80 percent of all early-stage startups fail. Most of them can build a product, but the vast majority stumble when it comes time to take those products to

market due to poor "market engineering" skills. Traversing the Traction Gap exposes the reasons behind that scary failure rate and provides a prescriptive how-to guide, focused specifically on market engineering techniques, so startups can succeed. The go-to-market hurdle is insurmountable to many startups. Just when they most need to establish a foothold in the market, they run short on time and money. This is the Traction Gap, that period of time introducing a new product into the marketplace and being able to scale it during a rapidly closing window of opportunity. Traversing the Traction Gap is a practical guidebook for navigating the tumultuous early life of a startup. Based on real-life examples, the advice from Cleveland and the members of the Wildcat Venture Partners team provides a roadmap and metrics for succeeding where others have failed.

Let Inc. catapult your company to success. To put a business on the map, nothing beats great marketing. No matter how original your idea or ambitious your dreams, the company will stall without a plan to spread the word, build momentum, and drive sales. But how many entrepreneurs excel at marketing? If you are like most, you are focused on building your product or service...and don't know how to execute a marketing strategy or measure the results. No one is better positioned than Inc. to help you get up to speed fast. For years, Inc. has covered the innovative marketing used by thousands of tiny startups that turned into household names. Now, Marketing Your Startup shares these compelling stories and spotlights strategies for igniting growth, including how: Dollar Shave Club mastered the inexpensive viral video- and rocketed to success * Casper combined content marketing, creative branding, and old-fashioned subway ads to convince consumers to buy mattresses a whole new way * SoulCycle's obsessive fixation on their brand fueled their rise from spin studio to cult-like fitness sensation Through firsthand insights from founders and helpful how-to guidelines, you'll learn to define your brand, market position, and customers, then unleash the right mix of tactics through the right channels: social media, email and direct mail, content marketing, SEO, media ads, events, guerilla marketing, influencers, cause marketing, and more. Whether you've got a robust budget or you're bootstrapping your way to the top, Marketing Your Startup gives you the tools to launch an empire.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

#1 Best-Seller in 5 Startup & Entrepreneurship Categories *Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast--paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: * IGNITE EXPLOSIVE GROWTH by creating a remarkable product * Identify the ONLY 3 METRICS THAT MATTER * Explore valuable VIRAL GROWTH strategies to grow rapidly * Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users * Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -

Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

"The book provides details of the location, layout, structure, and decoration of the tombs. Hodel-Hoenes addresses subjects such as the two-dimensional art of the Kingdom of New Thebes, the contents of the tombs, the pigments used in the artists' paints, and the symbolism of the colors and the scenes depicted in the tomb paintings and reliefs."--BOOK JACKET.

This report examines the links between inequality and other major global trends (or megatrends), with a focus on technological change, climate change, urbanization and international migration. The analysis pays particular attention to poverty and labour market trends, as they mediate the distributional impacts of the major trends selected. It also provides policy recommendations to manage these megatrends in an equitable manner and considers the policy implications, so as to reduce inequalities and support their implementation.

The sales guide for non-sales professionals Exactly How to Sell walks you through a tried and true process that draws on time tested methods that are designed to attract and keep more customers. No matter what you are selling (yourself, your product or your services) this simple read is certain to provide you actionable strategies to deliver you more of the sales results you are looking for. Inside, Phil M. Jones writes from experience and explains how to get more customers and keep them all happy—while they're spending more money, more often. Using simple, practical, and easy-to-implement methods in line with the modern business landscape, Phil educates and guides you, giving you the confidence you need to develop the skills you need to win more business. Boost your salesmanship to support your core profession Create intent in a buyer and scenarios where everybody wins Choose your words wisely and present like a pro Overcome the indecision in your customers and close more sales Manage your customer base and have them coming back for more If you want to up your sales game, Exactly How to Sell shows you how.

The author reveals what he sees as the hidden costs of the War on Terror—from squandered and stolen dollars, to outrageous abuses of power, to wars on normalcy, decency and truth. By the author of State of War. 75,000 first printing.

Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products