

## Growth Hacking Silicon Valleys Best Kept Secret

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

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

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 startup 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 Marketing 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.

A New York Times Notable Book A biography of venture capitalist and entrepreneur Peter Thiel, the enigmatic, controversial, and hugely influential power broker who sits at the dynamic intersection of tech, business, and politics “Max Chafkin’s The Contrarian is much more than a consistently shocking biography of Peter Thiel, the most important investor in tech and a key supporter of the Donald Trump presidency. It’s also a disturbing history of Silicon Valley that will make you reconsider the ideological foundations of America’s relentless engine of creative destruction.”—Brad Stone, author of The Everything Store and Amazon Unbound Since the days of the dot-com bubble in the late 1990s, no industry has made a greater impact on the world than Silicon Valley. And few individuals have done more to shape Silicon Valley than Peter Thiel. The billionaire venture capitalist and entrepreneur has been a behind-the-scenes operator influencing countless aspects of our contemporary way of life, from the technologies we use every day to the delicate power balance between Silicon Valley, Wall Street, and Washington. But despite his power and the ubiquity of his projects, no public figure is quite so mysterious. In the first major biography of Thiel, Max Chafkin traces the trajectory of the innovator's singular life and worldview, from his upbringing as the child of immigrant parents and years at Stanford as a burgeoning conservative thought leader to his founding of PayPal and Palantir, early investment in Facebook and SpaceX, and relationships with fellow tech titans Mark Zuckerberg, Elon Musk, and Eric Schmidt. The Contrarian illuminates the extent to which Thiel has sought to export his values to the corridors of power beyond Silicon Valley, including funding the lawsuit that destroyed the blog Gawker and strenuously backing far-right political candidates, notably Donald Trump for president in 2016. Eye-opening and deeply reported, The Contrarian is a revelatory biography of a one-of-a-kind leader and an incisive portrait of a tech industry whose explosive growth

and power is both thrilling and fraught with controversy.

WINNER OF THE FT & MCKINSEY BUSINESS BOOK OF THE YEAR AWARD 2021 The instant New York Times bestseller 'A terrifying exposé' The Times 'Part John le Carré . . . Spellbinding' New Yorker 'Engaging and troubling . . . This secretive market is difficult to penetrate, but Perlroth has dug deeper than most' Economist Zero day: a software bug that allows a hacker to break in and scamper through the world's computer networks invisibly until discovered. One of the most coveted tools in a spy's arsenal, a zero day has the power to tap into any iPhone, dismantle safety controls at a chemical plant and shut down the power in an entire nation – just ask the Ukraine. Zero days are the blood diamonds of the security trade, pursued by nation states, defense contractors, cybercriminals, and security defenders alike. In this market, governments aren't regulators; they are clients – paying huge sums to hackers willing to turn over gaps in the Internet, and stay silent about them. This Is How They Tell Me the World Ends is cybersecurity reporter Nicole Perlroth's discovery, unpacked. A intrepid journalist unravels an opaque, code-driven market from the outside in – encountering spies, hackers, arms dealers, mercenaries and a few unsung heroes along the way. As the stakes get higher and higher in the rush to push the world's critical infrastructure online, This Is How They Tell Me the World Ends is the urgent and alarming discovery of one of the world's most extreme threats.

Growth HackingSilicon Valley's Best Kept Secret

A SHORTCUT TO 10X YOUR GROWTH, WELCOME TO READY, SET, GROWTH HACK. After founding companies from start-to exit, Sabry has raised \$120 Million mastering growth hacking over the past 25 years. Ready, Set, Growth hack is a powerful practical guide to help anyone with little or no knowledge 10x the growth of their organizations. This book helps startups become unicorns, corporations become fortune 500s, and government become world leaders. Sabry walks through a step-by-step handheld approach from what is growth hacking, why growth hacking is vital, how it works, and how to immediately start your first growth hack. Based on proven strategies with 88 tools and 50 examples, you will start growth hacking the minute you start reading. Rooted in asymmetrical warfare, Sabry shows you how the weak win and how they do it. If your in a weaker position than a competitor or another nation, this step-by-step approach will show you how to unlock unseen possibilities. These growth possibilities will identify growth problems, how to exploit the most significant growth opportunities, and then scale them into full-scale operations. In this book, the following will be covered: CHAPTER 1 INTRODUCTION: WHY DO COMPANIES NEED TO GROWTH HACK What is growth hacking, why it is essential and how it is rooted in asymmetrical warfare CHAPTER 2 GROWTH HACKING MINDSET: CREATE THE RIGHT GROWTH HACKING MINDSET How growth hacking works, how growth hackers think, and how you approach growth hacking CHAPTER 3 READY: TO DISCOVER AND UNLOCK YOUR STRATEGY How to prepare for growth hacking by profiling your growth challenges CHAPTER 4 SET: YOUR EXPERIMENTS AND DEVELOPMENT IDEAS Start experimenting, discovering and developing growth hacks CHAPTER 5 GROWTH HACK: AND SCALE YOUR APPROACH How to implement, and scale growth hacks for full-scale operations GROWTH HACKER'S TOOLKIT BONUS CHAPTER A: HIRE A GROWTH HACKER BONUS CHAPTER B 50 EXAMPLES OF BONUS CHAPTER C 88 TOOLS Let's get started growing now with your first growth hack. With little to no knowledge about business, marketing, or technology, you can 10x the growth of your organization, whether a startup a corporate, or government.

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like

Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

The book covers numerous tech entrepreneurial founders and software developers, and the exciting brands or products that they created. It goes deep on a handful of them, narrowly divulging exactly how a few software developers and startup founders created breakthrough tech products like Gmail, Dropbox, Ring, Snapchat, Bitcoin, Groupon, and more. It highlights and unpacks the general hero-worship that the media and our own minds practice about tech founders and tech entrepreneurs. This idealization of tech success can create a paradox, preventing average tech professionals from their own successful journeys. This book provides hard evidence that anyone in tech can create, and anyone on the peripheral of tech can break through to the center where innovation, creativity, and opportunity meet. The anecdotes, stories, evidence, facts, arguments, logic, principles, and techniques provided in this book have helped individuals and businesses engage in slow creation cycles, improve the morale of their development teams, and increased their delivery potential of their technology solutions overall. Average Joe covers: Genius - The systematic deconstruction and debunking of the commonly held assumptions in the tech industry around supreme intelligence, and how that intelligence has been worshipped and sought after, despite the facts. Slow Creation - How to force-manufacture creative ideation. How conscious and subconscious cycles of patterns, details, and secrets can lead to breakthrough innovations, and how those P.D.S. cycles, and systematic mental grappling, can be conjured and repeated on a regular basis. Little-C Creativity - The conscious and miniature moments of epiphany that leak into our active P.D.S. cycles of Slow Creation. Flow - Why it's great, but also - why it's completely unreliable and unnecessary. How to perpetually innovate without relying on a flow state. Team Installation - How teams and companies can engage their employees in Slow Creation to unlock dormant ideas, stir up creative endeavors, and jumpstart fragile ideas into working products. User Manipulation - How tech products are super-charged with tricks, secret techniques, and neural transmitters like Dopamine, Oxytocin, and Cortisol; how those products leverage cognitive mechanisms and psychological techniques to force user adoption and user behaviors. Contrarianism - How oppositional and backward-thinking leaders create brand-new categories and the products which dominate those categories. Showmanship - How tech players have presented their ideas to the world, conjured up magic, manufactured mystique, and presented compelling stories that have captured their audiences. Sustainable Mystique Triad – A simple model for capturing audiences consistently without relying on hype and hustle.



**THE PERFECT MARKETING BOOK FOR B2B SERVICE COMPANIES** This book is a blueprint for how companies in the B2B service industry can apply the growth hacking mentality to their own business. Most growth hacking marketing books focus on SAAS, software, and tech companies, which is where growth hacker marketing originated. Ross has approached growth hacking from a new angle, testing these marketing experiments on his own business to identify hacks that accelerate growth for service companies. (Just like his own agency) Like the perfect paper plane, it's been a case of trial and error for Ross and his team, but these lessons over the years on what works and what doesn't; means when it comes to small business marketing, he's managed to create a step by step guide which truly allows your business to soar. (Yes that is a paper plane plan!) In this step-by-step guide to growing your business through growth hacking, you will learn: How to select the perfect marketing hack/idea for your business with practical examples. How to get your current clients to spend x10 with you How to scale your marketing rapidly without extra effort. How author Ross Davies applied these lessons to his own business, which consistently grew by a minimum of 50 % per year for five years. br> The aim of this book is to drive more sales specifically for the small business in the B2B service space, to ensure that's obvious, it's intended for companies such as: br> Creative Agencies Accountants Solicitors Healthcare Recruitment Fire safety Photographers br> Ross's ethos is "Client success through Design" which he normally applies to his web design agency, but he's designed the book in a way you can flick through and only use the most relevant parts. Whether you're a start-up or an established business, this marketing book based on the principles of Growth hacking, will grow your business, sales and most importantly, profits.

Hack your business growth the scientific way Airbnb. Uber. Spotify. To join the big fish in the disruptive digital shark tank you need to get beyond siloed sales and marketing approaches. You have to move ahead fast—with input from your whole organization—or die. Since the early 2010s, growth hacking culture has developed as the way to achieve this, pulling together multiple talents—product managers, data analysts, programmers, creatives, and yes, marketers—to build a lean, mean, iterative machine that delivers the swift sustainable growth you need to stay alive and beat the competition. Growth Hacking for Dummies provides a blueprint for building the machine from the ground-up, whether you're a fledgling organization looking for ways to outperform big budgets and research teams, or an established business wanting to apply emerging techniques to your process. Written by a growth thought leader who learned from the original growth hacking gurus, you'll soon be an expert in the tech world innovations that make this the proven route to the big time: iteration, constant testing, agile approaches, and flexible responses to your customers' evolving needs. Soup to nuts: get a full overview of the growth hacking process and tools Appliance of science: how to build and implement concept-testing models Coming together: pick up best practices for building a cross-disciplinary team Follow the data:

find out what your customers really want You know you can't just stay still—start moving ahead by developing the growth hacking mindset that'll help you win big and leave the competition dead in the water!

A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

Mo Bunnell's comprehensive system will help you win more clients, build stronger relationships, and bring in more business. If you're good at doing something, and you need to connect with paying clients in order to keep doing it, this book is for you. There are more of us out there than you might think--from professionals like lawyers and consultants to big company account managers and freelancers of all stripes. And this book will teach you how to sell yourself without selling your soul. In *The Snowball System*, Mo Bunnell offers powerful and proven tools for business development. Whether you are gregarious or introverted, whether you are a part of a small startup or a massive multinational, Bunnell's science-based system is effective and efficient, and easily adapted into your day-to-day work. With *The Snowball System*, you will not only succeed at growing your business, you'll learn to enjoy doing the activities that drive that growth. You'll be happier, and so will your clients.

This is not a book about one thing. It's not a 250-paged dissertation on leadership, teams or motivation. Instead, it's an agenda for building organizations that can flourish in a world of diminished hopes, relentless change and ferocious competition. This is not a book about doing better. It's not a manual for people who want to tinker at the margins. Instead, it's an impassioned plea to reinvent management as we know it—to rethink the fundamental assumptions we have about capitalism, organizational life, and the meaning of work. Leaders today confront a world where the unprecedented is the norm. Wherever one looks, one sees the exceptional and the extraordinary: Business newspapers decrying the state of capitalism. Once-innovative companies struggling to save off senescence. Next gen employees shunning blue chips for social start-ups. Corporate miscreants getting pilloried in the blogosphere. Entry barriers tumbling in what were once oligopolistic strongholds. Hundred year-old business models being rendered irrelevant overnight. Newbie organizations crowdsourcing their most creative work. National governments lurching towards bankruptcy. Investors angrily confronting

greedy CEOs and complacent boards. Newly omnipotent customers eagerly wielding their power. Social media dramatically transforming the way human beings connect, learn and collaborate. Obviously, there are lots of things that matter now. But in a world of fractured certainties and battered trust, some things matter more than others. While the challenges facing organizations are limitless; leadership bandwidth isn't. That's why you have to be clear about what really matters now. What are the fundamental, make-or-break issues that will determine whether your organization thrives or dives in the years ahead? Hamel identifies five issues that are paramount: values, innovation, adaptability, passion and ideology. In doing so he presents an essential agenda for leaders everywhere who are eager to... move from defense to offense reverse the tide of commoditization defeat bureaucracy astonish their customers foster extraordinary contribution capture the moral high ground outrun change build a company that's truly fit for the future Concise and to the point, the book will inspire you to rethink your business, your company and how you lead.

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on interviews with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren't using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

You read a book, you recommend it to a friend. That friend tells another friend. And another... until the book becomes this

year's word-of-mouth sensation. This is the first to analyze the power of the 'pass-it-on' phenomenon, introducing us to the architects of the mightily efficient, money-spinning model known as the Viral Loop - the secret behind some of the most successful businesses in recent history. Outfits such as Google, eBay, Flickr and Facebook all employ the model at their core; all have seen their stock valuations skyrocket within years of forming. The genius lies in the model's reliance on replication: what's the point of using Facebook if none of your friends can see your profile, or using Flickr if you can't share your photos? Where's the joy in posting a video on YouTube if no one watches it? In creating a viral product that people want, need and desire, growth can, and will, take care of itself. Find out why the Loop will catch us all up, sooner rather than later...

Presents a practical but unusual guide to mastering food and cooking featuring recipes and cooking tricks from world-renowned chefs.

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.

An essential guide to building supportive entrepreneurial communities "Startup communities" are popping up everywhere, from cities like Boulder to Boston and even in countries such as Iceland. These types of entrepreneurial ecosystems are driving innovation and small business energy. *Startup Communities* documents the buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off of each other's talent, creativity, and support. Based on more than twenty years of Boulder-based entrepreneur-turned-venture capitalist Brad Feld's experience in the field, as well as contributions from other innovative startup communities, this reliable resource skillfully explores what it takes to create an entrepreneurial community in any city, at anytime. Along the way, it offers valuable insights into increasing the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, and much more. Details the four critical principles needed to form a sustainable startup community Perfect for entrepreneurs and venture capitalists seeking fresh ideas and new opportunities Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years Engaging and informative, this practical guide not only shows you how startup communities work, but it also shows you how to make them work anywhere in the world.



Less than 1% of companies grow. But with a systematic and creative approach to growth that changes everything. Growth thinking is a new approach changing the way organizations grow. Nader Sabry, author of the bestselling book Ready Set Growth Hack, created growth thinking to exponentially change your results in a quick, easy and creative way... Growth thinking helps leaders who want to solve for "how to grow exponentially." If your organization needs to adapt to new realities but doesn't have the growth strategy to give you that competitive edge, growth thinking solves precisely. Growth thinking helps you go: From idea to action - accurately and rapidly turn growth hacking ideas into execution quickly and cost-effectively, Think at scale - quickly and effortlessly find methods to take an abstract growth hack, structure it and scale it, and Save time and money - rapidly prototype your growth hacking ideas saving time and money. and happens through the systematic and creative process by: Visualization - design-thinking approach to quickly and easily see how a growth hack will work, Systemize - turn designs into structured sequences that turn an idea into an actual growth hack, Optimization - instantly find improvements and generate new better growth hacks with little effort, Rapid development - the systematic learning approach accelerates the improvement and development of new growth hacks, and Collaboration - swiftly and efficiently get feedback and co-create growth hacks with others. Growth thinking helps you tackle the challenge of growing your organization - creating powerful growth hacks that supercharge your growth by testing them and executing them quickly, efficiently, and cost-effectively.

#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

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.

An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best book about Silicon Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession--until one Friday morning when he received a phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on "walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

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.

"This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of *The Nudist on the Late Shift* and *Nurtureshock* A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, *Valley of Genius* takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

There are two ways to learn anything: 1) by experimenting with things on our own or 2) by reading the accounts of specialists who have accomplished the results you want to gain. #1 is arduous and takes time. #2 gives us shortcuts to help us get results in a short span of time. The book that you are holding in your hands right now is for people who want to sprint on the second path. The Growth Hacking Book is an almanac for growth in today's hyper-competitive business world! Curated by GrowthMedia.AI, this book features more than 35 marketing experts, trailblazing entrepreneurs,

industry thought leaders and successful companies from all over the globe who share radical ideas on how you can grow your business using unconventional marketing strategies. Each chapter is a treasure trove of growth ideas that businesses in the "The Valley" try to shield from the public. But they are not secrets anymore. This book is for you if you want to learn about: The concept of Growth Hacking The best growth strategies from Growth Hackers for Growth Hackers The mindset, skillset and toolset for Growth Marketers Identifying and analyzing growth channels The future of Growth Marketing ...and more. The fact that you are examining to buy this book is proof that you are hungry to learn growth marketing tactics. It proves the maxim that says -- you don't choose a book; the book chooses you. Our Contributing Authors: Amit Kumar Arun K Sharma Badr Berrada Christian Fictoor Deep Kakkad Deepak V. Maddila Dennis Langlais Dillon Kivo Evita Ramparte Ishaan Shakunt Issac Thomas Kelisha Mills Lisa Robbins Manish Nepal Nitish Mathur Noam Kostucki Parul Agrawal Priya Kalra Rachit Khator Rahul Singh Rohan Chaubey Ruchi G. Kalra Saurabh Tiwari Shailendra Mishra S Shiva SriCharan Srish K. Agrawal Suneet Bhatt Tim Wasmundt Vivek Agrawal Yaagneshwaran Ganesh Our Contributing Companies: UpLead, StackBy, SocialAnimal, Venngage, SocialBee, Audiense The book that Inc. says "every entrepreneur should read" and an FT Book of the Month selection... How did the movie The Shawshank Redemption fail at the box office but go on to gross more than \$100 million as a cult classic? How did The 48 Laws of Power miss the bestseller lists for more than a decade and still sell more than a million copies? How is Iron Maiden still filling stadiums worldwide without radio or TV exposure forty years after the band was founded? Bestselling author and marketer Ryan Holiday calls such works and artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity? Holiday explores this mystery by drawing on his extensive experience working with businesses and creators such as Google, American Apparel, and the author John Grisham, as well as his interviews with the minds behind some of the greatest perennial sellers of our time. His fascinating examples include: • Rick Rubin, producer for Adele, Jay-Z, and the Red Hot Chili Peppers, who teaches his artists to push past short-term thinking and root their work in long-term inspiration. • Tim Ferriss, whose books have sold millions of copies, in part because he rigorously tests every element of his work to see what generates the strongest response. • Seinfeld, which managed to capture both the essence of the nineties and timeless themes to become a modern classic. • Harper Lee, who transformed a muddled manuscript into To Kill a Mockingbird with the help of the right editor and feedback. • Winston Churchill, Stefan Zweig, and Lady Gaga, who each learned the essential tenets of building a platform of loyal, dedicated supporters. Holiday reveals that the key to success for many perennial sellers is that their creators don't distinguish between the making and the marketing. The product's purpose and audience are in the creator's mind from



day one. By thinking holistically about the relationship between their audience and their work, creators of all kinds improve the chances that their offerings will stand the test of time.

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 manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Fifteen years ago, a company was considered innovative if the CEO and board mandated a steady flow of new product ideas through the company's innovation pipeline. Innovation was a carefully planned process, driven from above and tied to key strategic goals. Nowadays, innovation means entrepreneurship, self-organizing teams, fast ideas and cheap, customer experiments. Innovation is driven by hacking, and the world's most innovative companies proudly display their hacker credentials. Hacker culture grew up on the margins of the computer industry. It entered the business world in the twenty-first century through agile software development, design thinking and lean startup method, the pillars of the contemporary startup industry. Startup incubators today are filled with hacker entrepreneurs, running fast, cheap experiments to push against the limits of the unknown. As corporations, not-for-profits and government departments pick up on these practices, seeking to replicate the creative energy of the startup industry, hacker culture is changing how we

think about leadership, work and innovation. This book is for business leaders, entrepreneurs and academics interested in how digital culture is reformatting our economies and societies. Shifting between a big picture view on how hacker culture is changing the digital economy and a detailed discussion of how to create and lead in-house teams of hacker entrepreneurs, it offers an essential introduction to the new rules of innovation and a practical guide to building the organizations of the future.

The ultimate compendium of growth hacks for the modern digital marketer, written by marketing veterans Jeff Goldenberg (Head of Growth at Borrowell and TechStars Mentor) and Mark Hayes (CEO of Rocketshp, and founder of one of the world's first growth hacking agencies). Are you ready to skyrocket your companies growth? Learn, the most effective tools, software and technology for digital and startup marketers; 100 must-know growth hacks to take your business to the next level (focusing on 3 key areas: product-market fit, transition to growth and scale); Insider info from leading startups whocasing the best growth hacks and exactly how they did it.

The founder of Girls in Tech offers first-hand accounts of the realities of startup life, with the very best advice from top women entrepreneurs Gascoigne goes behind the scenes of some of Silicon Valley's hottest brands to discuss topics like failure, funding, growth hacking, and what it's like to be a first-time CEO. Rising entrepreneurs will find inspiration and actionable advice, and experienced tech employees will appreciate Gascoigne's refreshingly real take on Silicon Valley: the good, the bad, the ugly, and ultimately-the hopeful.

Well known technology executive and angel investor Elad Gil has worked with high growth tech companies like Airbnb, Twitter, Google, Instacart, Coinbase, Stripe, and Square as they've grown from small companies into global brands. Across all of these break-out companies, a set of common patterns has evolved into a repeatable playbook that Gil has codified in High Growth Handbook. Covering key topics including the role of the CEO, managing your board, recruiting and managing an executive team, M&A, IPOs and late stage funding rounds, and interspersed with over a dozen interviews with some of the biggest names in Silicon Valley including Reid Hoffman (LinkedIn), Marc Andreessen (Andreessen Horowitz), and Aaron Levie (Box), High Growth Handbook presents crystal clear guidance for navigating the most complex challenges that confront leaders and operators in high-growth startups. In what Reid Hoffman, cofounder of LinkedIn and co-author of the #1 NYT bestsellers *The Alliance* and *The Startup of You* calls "a trenchant guide," High Growth Handbook is the playbook for turning a startup into a unicorn.

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.

The author examines issues such as the rightness of web-based applications, the programming language renaissance, spam filtering, the Open Source Movement, Internet startups and more. He also tells important stories about the kinds of people behind technical innovations, revealing their character and their craft.

Silicon Valley has a lingo of its own -- from unicorns to pivoting to growth hacking -- that while colorful can also be rather opaque. This is the definitive guide to the unique words used in the Bay Area startup scene, helping everyone from people who want to do business here to those who just want to watch HBO's Silicon Valley without being confused. It's designed to be thorough and accurate while including a touch of humor (because face it, the way people talk in Silicon Valley can often be a bit ridiculous ) If you've wanted a way to break into the exciting conversation that is happening in Silicon Valley, this book is for you. Or if you're already in Silicon Valley, you may become frustrated when your colleagues in other places just don't "get" how things are done here and wish you had a handy primer to give them. You may be familiar with some of the terms, but wish that you had a deeper understanding, so that you could use them with more confidence. Valley Speak features the top 100 Silicon Valley words and phrases and will help anyone navigate the Silicon Valley ecosystem like a pro.

Named by Inc. magazine as one of the 10 Best Business Books of 2018 Every startup wants to change the world. But the ones that truly make an impact know something the others don't: how to make government and regulation work for them. As startups use technology to shape the way we live, work, and learn, they're taking on challenges in sectors like healthcare, infrastructure, and education, where failure is far more consequential than a humorous chat with Siri or the wrong package on your doorstep. These startups inevitably have to face governments responsible for protecting citizens through regulation. Love it or hate it, we're entering the next era of the digital revolution: the Regulatory Era. The big winners in this era--in terms of both impact and financial return--will need skills they won't teach you in business school or most startup incubators: how to scale a business in an industry deeply intertwined with government. Here, for the first time, is the playbook on how to win the regulatory era. "Regulatory hacking" doesn't mean "cutting through red tape"; it's really about finding a creative, strategic approach to navigating complex markets. Evan Burfield is the cofounder of 1776, a Washington, DC-based venture capital firm and incubator specializing in regulated industries. Burfield has coached startups on how to understand, adapt to, and influence government regulation. Now, in Regulatory Hacking, he draws on that expertise and real startup success stories to show you how to do the same. For instance,

you'll learn how... \* AirBnB rallied a grassroots movement to vote No on San Francisco's Prop F, which would have restricted its business in the city. \* HopSkipDrive overcame safety concerns about its kids' ridesharing service by working with state government to build trust into its platform. \* 23andMe survived the FDA's order to stop selling its genetic testing kits by building trusted relationships with scientists who could influence the federal regulatory community. Through fascinating case studies and interviews with startup founders, Burfield shows you how to build a compelling narrative for your startup, use it to build a grassroots movement to impact regulation, and develop influence to overcome entrenched relationships between incumbents and governments. These are just some of the tools in the book that you'll need to win the next frontier of innovation.

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 AUTHOR Serial 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 helping corporates to systematically innovate & startups to capitalize in traditional industries"

The World's Digital Marketers Share Insights on How They Grow Their Businesses with Digital. Authors: Ian Cleary, Andrea Vahl, Dave Kerpen, Phyllis Khare, Brian Massey, Emeric Ernout, Erik Qualman, Jamie Turner, John Jantsch, Martin Shervington, Viveka von Rosen, Michael Brenner, Andrew Davis, Lon Safko Learn top tricks for using Facebook Ads, LinkedIn, YouTube, SEO, marketing tools, conversions optimization, leadership, Live Videos, Virtual Reality, Content Marketing, connecting, and Fusion Marketing to grow your business. The book you see before you is a compilation of the very best ideas from the very best authors in the world on the subjects of social media, digital communications, marketing, and technology. Many of these authors are New York Times and Amazon #1 bestselling authors and have been major contributors in the development of the industry we call social media. Many of us have been friends, colleagues, and fellow speakers around the globe for more than a decade. It has always



been our hope that someday we would be able to make the time to join forces and share with you our most profound thoughts on today's technologies and give insights into the psychology of human interaction. We are grateful to you for reading this book and hopefully finding valuable insights that you too may pass along to others. For that, we all say "Thank you!" The proceeds of this book will all go to charity.

My first book - "TOP 101 growth hacks" became a #1 bestseller on Amazon in "Marketing for small businesses" Despite the fact that there are a lot of punctuation and grammatical mistakes (I'm not a native English speaker), the book is among TOP 10 bestsellers for over a year in 3 marketing related categories on Amazon. This is a 2nd book from the series. You'll find here new best 101 growth hacks. These are exactly the same growth hacks I shared previously with my invitation-only community of growth hackers. People from companies like Uber, Microsoft, Adobe, Disney, Coca-Cola, LinkedIn, Amazon, eBay, Salesforce, Sony/PlayStation, Indiegogo, TechStars, Samsung read my daily growth hacks. Some of the growth hacks from the book: + The easiest way to get first users + Simplest trick to gain prospects from Twitter + One word, one emphasis: +20% increase + 6258% to the price to sell the product + Case study: 2,000,000 downloads + The easiest way to connect with influencers + Chrome Web Store boosted traffic by 2,000% + Case study: #3 on Google in 14 days + TOP 3 tools for link-building + Reduce Facebook ads cost by 41% + 85 times smaller CTRs + 55%-400% more leads + (A/B test) A 60% increase in signups + Case study +178% more repeat business + This boosted conversions by 785% in one day + One line of code: revenue +500% + Case study Double the donation + 367% boost in revenue + This simple trick boosted revenue by 600% + 71% to referral activation + From 150K users to 2M in 5 months ...

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