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## Hacking Growth: The Marketing Modern Mindset to Create Fast Growing Companies (Paperback)

By Alex Kehr

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Traditional marketing is dying, fast. The Internet has made it so that money is no longer the biggest marketing advantage—combining data, product, and marketing to build a strong community around a brand is. The days of press releases and billboards are gone, and the days of giving customers the tools to talk about a product are here. By making it simpler for customers to talk about a product, it becomes easier to accomplish explosive growth and quickly build a business that triumphs. Hacking Growth is a journey through the mind of the type of marketers who have made companies such as Tinder, Facebook, Buffer, and Dropbox successful by spending very little money. It's about using the hacker mindset to come up with untraditional marketing tactics that exploit holes in systems as they currently exist for intellectual, creative, and business gain. By adopting this new marketing mentality, marketers can achieve impressive business results and have the most fun they've ever had building a business.



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