



Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising

By Ryan Holiday

PORTFOLIO, United States, 2014. Paperback. Book Condition: New. Reprint. 194 x 126 mm. Language: English . Brand New Book. A Primer on the Future of PR, Marketing and Advertising A new generation of megabrands like Facebook, Dropbox, Airbnb, and Twitter haven't spent a dime on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they rely on a new strategy growth hacking to reach many more people despite modest marketing budgets. 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 American Apparel and many bestselling authors and multiplatinum musicians, explains the new rules and provides valuable examples and case studies for aspiring growth hackers. Whether you work for a tiny start-up or a Fortune 500 giant, if you're responsible for building awareness and buzz for a product or service, this is your road map.



READ ONLINE

[4.01 MB]

Reviews

This book may be really worth a read through, and far better than other. it was actually writtern extremely completely and valuable. I am just very easily will get a satisfaction of looking at a published ebook.

-- Lillie Toy

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde