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Neil Patel
Growth Hacking Silicon Valleys Best
In Growth Hacking: Silicon Valley's Best
Kept Secret, growth consultants Raymond
Fong and Chad Ridderesen deconstruct the
phenomenon used by Silicon Valley's fast
growing tech elite, growth hacking.
Raymond and Chad's framework, the ASP

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Valley's Best Kept Secret (TM), is an easy to understand blueprint that empowers any business. This is an updated edition of ISBN10: 1619615312 (ISBN13: 9781619615311).

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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™, is an easy to understand growth marketing blueprint

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that empowers any business to apply
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Raymond Fong and Chad Ridderesen deconstruct the phenomenon used by Silicon Valley 's fast growing tech elite, growth hacking. Raymond and Chad 's framework, the ASP™, is an easy to understand growth marketing blueprint that empowers any business to apply growth hacking.

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Kept Secret. Jan 23, 2017. I just published a book on Amazon with my co-author and business partner, Chad Riddersen, The book is titled, “ Growth Hacking: Silicon Valley ’ s Best Kept Secret ” and as the title suggests, it is about and teaches you growth hacking. In case you ’ re not familiar with this terms, growth hacking is

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a highly resourceful and creative method
of marketing that is singularly focused on
high-leverage growth.

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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 growth marketing blueprint that empowers any business to

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apply growth hacking. The ASP(TM) was
developed through ...

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office market resilient
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Raymond Fong and Chad Ridderesen deconstruct the phenomenon used by Silicon Valley 's fast growing tech elite, growth hacking. Raymond and Chad 's framework, the ASP™, is an easy to understand blueprint that empowers any business to apply growth hacking.

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In “Growth Hacking: Silicon Valley’s Best Kept Secret”, Raymond Fong and Chad Ridderesen deconstruct the phenomenon used by Silicon Valley's fast-growing tech companies, “growth hacking”.

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"Growth Hacking: Silicon Valley's Best
Kept Secret" by Raymond Fong & Chad
Riddersen

Growth hacking may focus on lowering
cost per customer acquisition, or it may
focus on long-term sustainability. "The
goal of any marketing should be long-term
sustainable growth, not just a short-term

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gain. Growth hacking is about optimization as well as lead generation. Imagine your business is a bucket and your leads are water.

Growth hacking - Wikipedia

Growth Hacking: Silicon Valley 's Best

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Books; Growth Hacking is a complex field
and there are a lot of growth hacking
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Valleys, Lisa (ISBN: 9781733095556)
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The Growth Hacking Book: Most
Guarded Growth Marketing ...
Written by Raymond Fond and Chad

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Riddersen, the two authors attempt (and achieve) to explain how silicon valley uses growth hacking to grow businesses easily and steadily. With the explanations laid out here, you can take this information and apply it to your own business to start fostering growth through all aspects of your business, sales, logistics, and so on.

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Amazon.com: Customer reviews: Growth Hacking: Silicon ...

Check out this great listen on Audible.com. In Growth Hacking: Silicon Valley's Best Kept Secret, growth consultants Raymond Fong and Chad

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In Growth Hacking: Silicon Valley's Best

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Kept Secret, growth consultants Raymond Fong and Chad Ridderesen 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

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Valleys Best Kept Secret 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.

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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

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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

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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

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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

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Valley is proof that you are hungry to learn
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The definitive playbook by the pioneers of
Growth Hacking, one of the hottest
business methodologies in Silicon Valley

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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

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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

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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 its practitioners include not just today's

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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,

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Valley's Best Kept Secret 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

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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"

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approaches with more consistent, replicable, cost-effective, and data-driven results.

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

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Valleys Best Kept Secret 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

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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

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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-

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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.

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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,

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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

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Valley's Best Kept Secret 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

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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,

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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

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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

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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

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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 -

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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.

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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

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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.

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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

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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

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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

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hacking mindset that 'll help you win big
and leave the competition dead in the
water!

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

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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

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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:
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in revenue + This simple trick boosted
revenue by 600% + 71% to referral
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Named by Inc. magazine as one of the 10
Best Business Books of 2018 Every startup
wants to change the world. But the ones

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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

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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

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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

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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

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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. *

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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

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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.

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These are just some of the tools in the
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