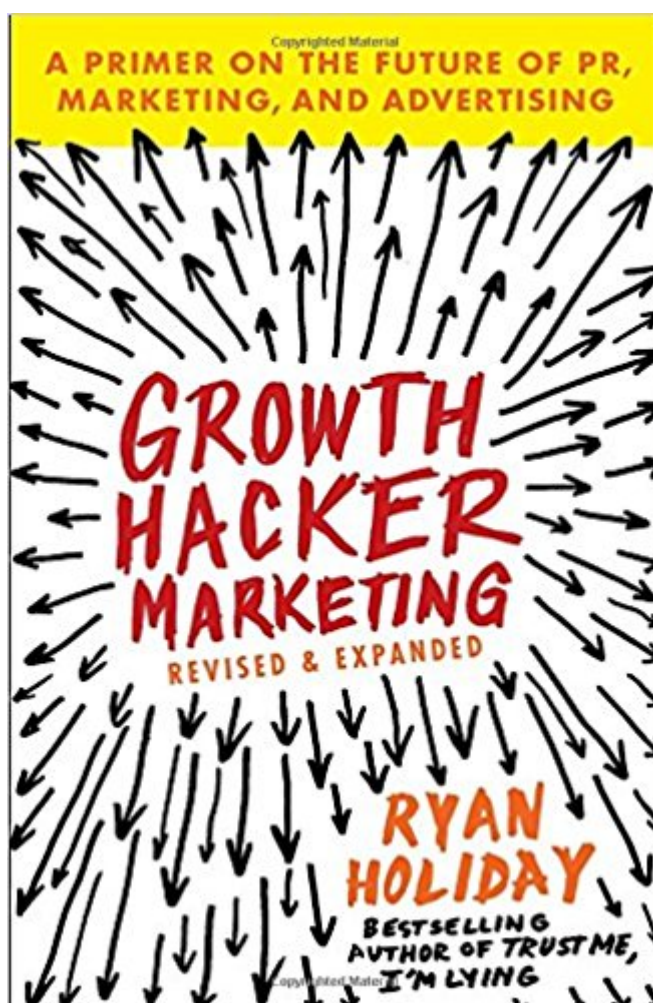


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# Growth Hacker Marketing: A Primer On The Future Of PR, Marketing, And Advertising



## Synopsis

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.

## Book Information

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## Customer Reviews

"Pragmatic and actionable...if you're tasked with growing a company, you can't afford not to read this book."  
•Ryan Delk, Director of Growth, Gumroad  
"Finally, a crystallization and explanation of growth hacking in easy-to-understand terms and better, real strategies and tactics for application."  
•Alex Korchinski, growth hacker at Scribd  
"Growth hackers are the new VPs of marketing, and this book tells you how to make the

transformation." — Andrew Chen, Silicon Valley entrepreneur, essayist and advisor  
"Ryan's strategies and tactics will help every lean entrepreneur trying to grow their business and master the art of marketing and growth."  
— Patrick Vlaskovits, coauthor of *The Lean Entrepreneur* "This book is a wake up call for every marketing exec in the business. And a tutorial for engineers, IT, founders and designers. Read it."  
— Porter Gale, Former VP of Marketing at Virgin America and author of *Your Network is Your Net Worth* "Ryan captures the power of the growth hacker mindset and makes it accessible to marketers at companies of all types and sizes. If you don't see a boost in results after reading this book, something is wrong with your product."  
— Sean Ellis, former growth hacker at Dropbox, and founder of Qualaroo "Finally, a crystallization and explanation of growth hacking in easy to understand terms and better yet, real strategies and tactics for application."  
— Alex Korchinski, Director of Growth, Soma "A must-read."  
— Derek Halpern, SocialTriggers.com

Ryan Holiday is the bestselling author of multiple books, including *Trust Me I'm Lying: Confessions of a Media Manipulator*. After dropping out of college at 19 to apprentice under Robert Greene, author of *The 48 Laws of Power*, he went on to advise many bestselling authors and multiplatinum musicians, and served as director of marketing at American Apparel. He currently lives in Austin and writes for *Thought Catalog* and the *New York Observer*. Visit [www.RyanHoliday.net](http://www.RyanHoliday.net).

Interesting! I am a sales guy myself so I am sorely lacking in the marketing department. I picked up a few books in hopes of learning to write meaningful LinkedIn content to reach out to prospects. This book may not be helpful for that, but it helped to understand how things work. Really easy to read and short, so no excuses not to check it out! I am going to order Ryan Holiday's other book. Just going to read through the other marketing books I bought first.

Although it was shorter than I expected (admittedly I didn't check the page count before ordering), I was nonetheless impressed with this book. Mr. Holiday has clearly put a lot of thought and research into this book and it absolutely shows. He combines a step-by-step process for how to think like a Growth Hacker, with great real-life examples of growth hacking strategies companies like Facebook, Airbnb, and Uber have used to grow their brands and products. Several steps away from the traditional approach to marketing, but definitely a worthwhile read for marketing professionals of all

levels! As far as the shipping and everything is concerned, I got my book the next day and it came in perfect condition!

I enjoyed this book although it was published few years ago but the information provided is a platform and does not get old with the passage of time. I am going to buy the other books by the same author. Thanks for writing a genuine book.

This was a concise and well written introduction to and review of what is the "new marketing". It was a great review of social media and the ways to implement it as a tool. Ryan Holiday regularly wrote, "this isn't marketing" but it is! He provides a great review of how to start and keep-on growth hacking!

This book which is actually quite short and small, is written well enough to keep your attention and get you to read till the end. The ideas are important but NOT thoroughly described. This is more of an intro in growth hacker marketing, so if you are looking for something deeper, this is not it.

I had seen this book pictured on Instagram but though I wanted to read it, knew little about its premise. It was easy to jump in, though, and quickly understand how growth hacking is a new hybrid of marketing, product development and sales that creates giant companies like Instagram, Twitter and Facebook. Not only do Holiday's insights apply to tech companies but even book publishing. He shows you how it translates in this affective book. Read it and see if it doesn't just change your mindset.

I really, really wanted to like this book. I've read thought pieces by the author and was really looking forward to diving into the book. I was hoping to pick up some tips to add to my repertoire of marketing accelerators, as I call them. But I'm sad to say, I'm disappointed. It's so very basic, a fast read, and very tactical. If you've been in consumer marketing for the last 10+ years, there is nothing new. On the other hand, if you're a technical cofounder taking over marketing, or you have mostly lived in the B2B space, this is a good book to kickstart your marketing plan.

Hey millennial! This book is for you! I've been working in the advertising agency work for 5 years now, I'm 25 and now more than ever in my life I'm sure that the real future of brands and marketing is social comms, digital world, but always giving the user some experience. Yup, that's no the book

LOL, but Ryan Holiday gives a really interesting view of a generation that breaks the traditional paradigms of marketing and shows what tech companies are doing to make their success. Growth Hackers are a generation of young people who are not afraid of making things different and most important they know that the real market intel is with the Data and metrics that only social media tools give.

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