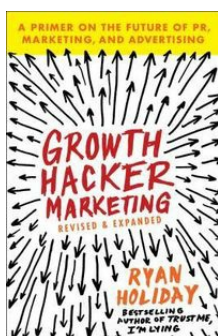


GROWTH HACKER MARKETING: A PRIMER ON THE FUTURE OF PR, MARKETING, AND ADVERTISING

A Primer on the Future of PR, Marketing and AdvertisingA 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...



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

Author	Ryan Holiday
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Peek Inside the Book

The end goal of every growth hacker is to build a self-perpetuating marketing machine that reaches millions by itself. AARON GINN Ryan Holiday, Growth Hacker Marketing //

80 percent of marketers are unhappy with their ability to measure marketing return on investment (ROI). Not because the tools aren't good enough, but because they're too good, and marketers are seeing for the first time that their marketing strategies are often flawed and their spending is inefficient.4 Portfolio, Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and...

Reader's Opinions

Overall, a good inspirational book with some cool examples of how to grow a business outside of conventional marketing and advertising channels. What's interesting to me is that "growth hacking" is really just "direct marketing" with a different name. At least that's what it seems like to me. Things like measuring conversion rates and...