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Featured In: A
Letter from Ryan
Holiday Best-
selling author.

After launching
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Primer on the
Future of PR,
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had a lot of
executives,
marketing
students and
budding
entrepreneurs
ask about how to
exactly apply
growing hacking

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to what they're
doing.

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Instead, they
rely on a new
strategy -
growth hacking -
to reach many
more people
despite modest

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marketing
budgets. Growth
hackers have
thrown out the
old playbook and
replaced it with
tools that are
testable,
trackable, and
scalable.

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Ryan Holiday. A
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new generation

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of megabrands like Facebook, Dropbox, Airbnb, and Twitter haven't spent a dime on traditional marketing. No press releases, no TV commercials, no billboards.

Ryan Holiday -
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by Ryan Holiday
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Ryan Holiday
(born June 16,
1987) is an
American author,
marketer, and
entrepreneur. He
is a media
strategist, the
former Director
of Marketing for

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American Apparel
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and a media
columnist and
editor-at-large
for the New York
Observer.

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growth hacker is someone who has thrown out the playbook of traditional marketing and replaced it with only what is testable, trackable, and scalable. Their tools are e-mails, pay-per-click ads,

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blogs, and
platform APIs
instead of Pr
commercials, And
publicity, and
money." "The
thing about
marketers—and,
well,...

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Future of PR,
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wasn't luck that
took them from
tiny start-ups
to massive
success. They
have a new
strategy, called
Growth Hacking.

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In this e-
special,
bestselling Pr
author Ryan
Holiday shows
how the
marketing game
has changed
forever.

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Paperback – Sep
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and editions

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Megabrands like

Facebook,

Dropbox and

Twitter were

built without

spending a dime

on traditional

marketing. Their

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secret weapon was growth hacking. Growth hackers have thrown out the old marketing playbook (and big budgets and PR teams) and replaced it with tools that are testable, trackable, and scalable. Tools

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that WORK.

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That marketers –
whether in
innovation or
communication –
have become or
need to become
'growth hackers'
is the central

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thesis of the
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growth hacker
formerly known
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successful
companies who
used growth
hacking to help
make their
businesses
thrive.

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...

A primer on the

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future of PR,
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now revised and
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updated with new
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studies" Forget
everything you
thought you knew
about marketing
and read this
book. And then
make everyone
you work with

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read it, too."

—Jason Harris,

CEO of MekanismM

egabrands like

Dropbox,
Advertising

Instagram,

Snapchat, and

Airbnb were

barely a blip on

the radar years

ago, but now

they're worth

billions ...

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companies who
used growth
hacking to help
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businesses
thrive.

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businesses
thrive.

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reviews: Growth

Hacker

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growth hacker

doesn't see

marketing as

something one

does, but rather

as something one

builds into the

product itself.

The product is

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then kick-started, shared, and optimized (with these steps repeated multiple times) on its way to massive and rapid growth.

The chapters of this book follow that structure.

But first, let's make a clean

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Marketing is the
go-to playbook
for any company
or entrepreneur
looking to build
and grow. About
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updated with new
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