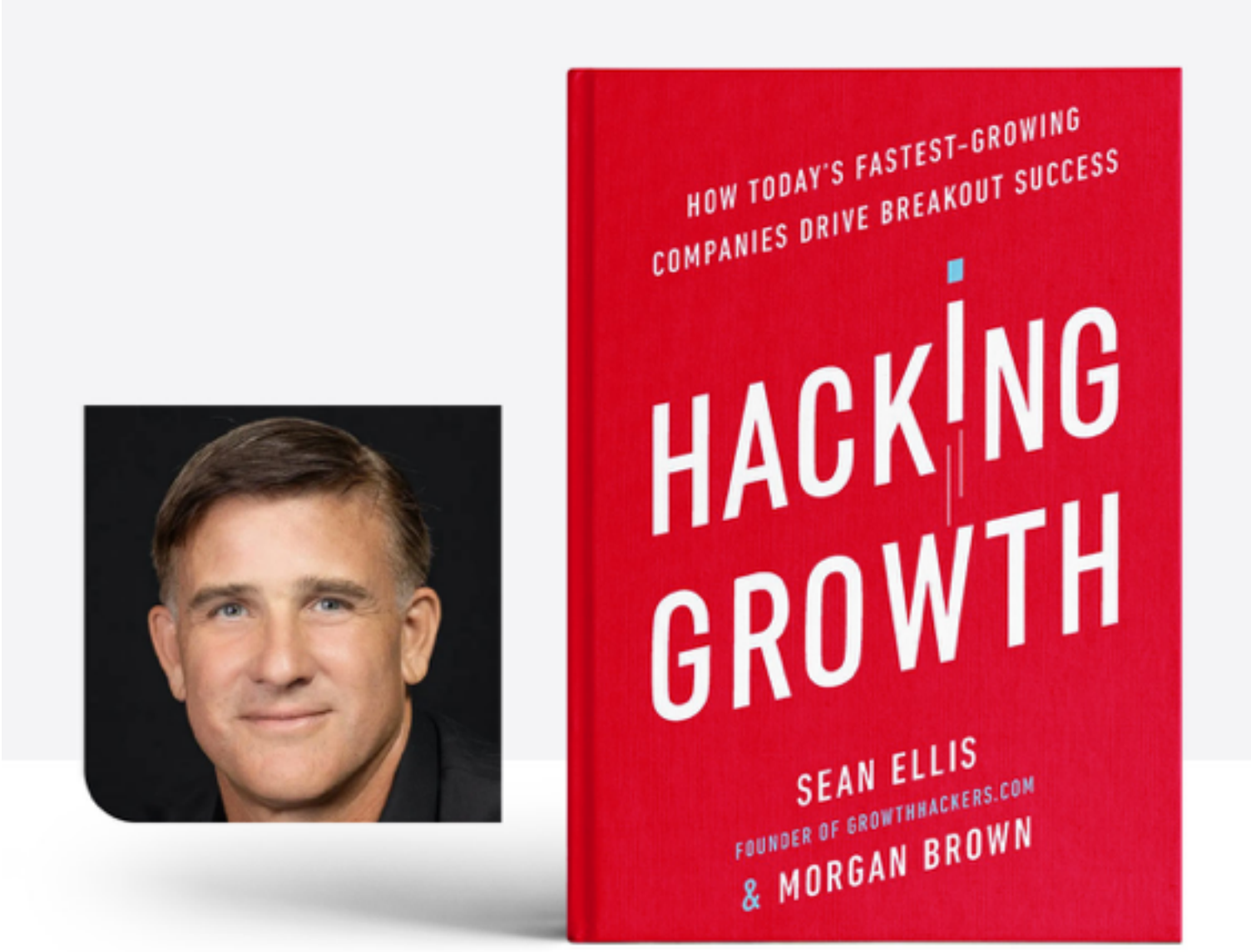


Recommended by Ebba Hojman | Ogilvy Social.Lab Amsterdam



Read & edited by Ebba Hojman | Ogilvy Social.Lab Amsterdam

Hacking Growth

A philosophy to create unstoppable growth

A philosophy of understanding the behavior of customers at scale, by identifying and capturing customer behavioral data. Discovering the ‘Must-have’ and ‘AHA’ moments of customers. Every company needs to grow their base of customers in value and size to survive and thrive. It is the way Tesla, Google, Über, but also many start-ups run their business to ensure growth. Stalled growth is one of the most damaging and pressing problems of today’s business. The idea is to make your company an unstoppable growth machine by focusing on customers.

- Start reading
- Listen to podcast

The Global Reading Club also recommends:

Sexy Little Numbers

How to Grow Your Business Using the Data You Already Have - Understanding the practical side of data takes out the subjectivity, opinions and guesswork of marketing decision-making. No decisions on gut feel, but actual facts from customer behavior of customers. These findings show the exact way to potential revenue you are missing. Predicting where the next pot of gold is. The question is ‘How?’ You must understand which data has value. And how to learn to read and apply the results of data analysis. The universal factors to consider are:

- Emotional loyalty (bonding)
- Share of wallet
- Lifetime value
- What to communicate
- How to find customers
- How much should we spend?
- Testing
- How to measure

It is all about optimizing marketing to increase effectiveness in growing the business.

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The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

30/45 min read	15/30 min read	15 min study	20/30 min listen

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