



# Startup Growth Engines: Case Studies of How Today's Most Successful Startups Unlock Extraordinary Growth

*Sean Ellis, Morgan Brown*

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## **Startup Growth Engines: Case Studies of How Today's Most Successful Startups Unlock Extraordinary Growth** Sean Ellis, Morgan Brown

Today's fastest growing startups all share one thing in common: a new approach to how they grow. Using new a way of marketing, called growth hacking, these startups have grown to millions of users and created billions of dollars in value, all without using the traditional marketing playbook.

So how have companies like Uber, Square, Snapchat, Evernote, Hubspot, Github and Yelp grown? See for yourself in this ebook packed with the most in-depth case studies on exactly what strategies these companies used to unlock massive growth.

Case studies included are:

Uber  
Snapchat  
Square  
Upworthy  
Yelp  
GitHub  
Hubspot  
Evernote  
LinkedIn  
Belly

Each case study shows you the specific strategies (we call them "growth engines") that these companies used to grow, both in the early stages and later in their development. From the growth hacks they used, to the unique growth playbooks they employed, you won't find a more detailed look at how startups achieve growth than through these case studies.

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