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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

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This desire led me to reading *Startup Growth Engines: Case Studies of How Today's Most Successful Startups Unlock Extraordinary Growth* by Sean Ellis and Morgan Brown. Both Sean Ellis and Morgan Brown are well-respected in the technology startup community, particularly for working in and helping businesses rapidly grow their user bases.

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used by some of the fastest growing tech companies. It would definitely help in understanding how you can position your company for growth using the new rules of marketing.

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This case study gives a detailed insight into how difficult it is to introduce even small new feature into a reputed company whilst highlighting the importance of adapting, changing and developing designs to create the best user experience which is vital to the continuing growth of the company. Read the case study.

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Trying to grow a business can seem impossible. Some marketing works, other campaigns just get lost in the shuffle. Most of the time, the increased business from a campaign disappears just as quickly as it arrived. Instead of wasting your budget on promotions, you need to focus on one of the three engines of growth. [...]

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5 Growth Hacking Case Studies From Amazing Startups

In the Lean Startup, Eric Ries defined the engine of growth as "the mechanism that startups use to achieve sustainable growth." He described sustainable growth as following a simple rule, "new customers come from the actions of past customers." The three engines of growth are the sticky engine, the viral engine, and the paid engine. Each of those can be measured and tracked by a few key metrics.

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