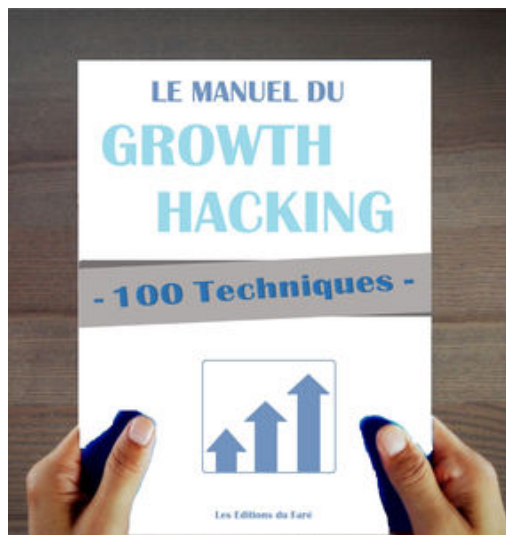


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Un certain nombre d'entre elles ont été reprises à partir des meilleures sources et des meilleures idées de la Silicon valley. Vous ne les retrouverez donc pas ailleurs en France.

Le livre reprend notamment les meilleures idées de « Growth Hacker Marketing » de Ryan Holiday.

Le Growth Hacking est un mot à la mode dans les entreprises et les start-ups. Sous ce concept mal compris, se cache une nouvelle forme de travail et d'organisation pour les

entreprises et les entrepreneurs, à la recherche de croissance.

A mi-chemin entre le développement de produit agile et le marketing, le growth hacking est la nouvelle discipline des entreprises innovantes.

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