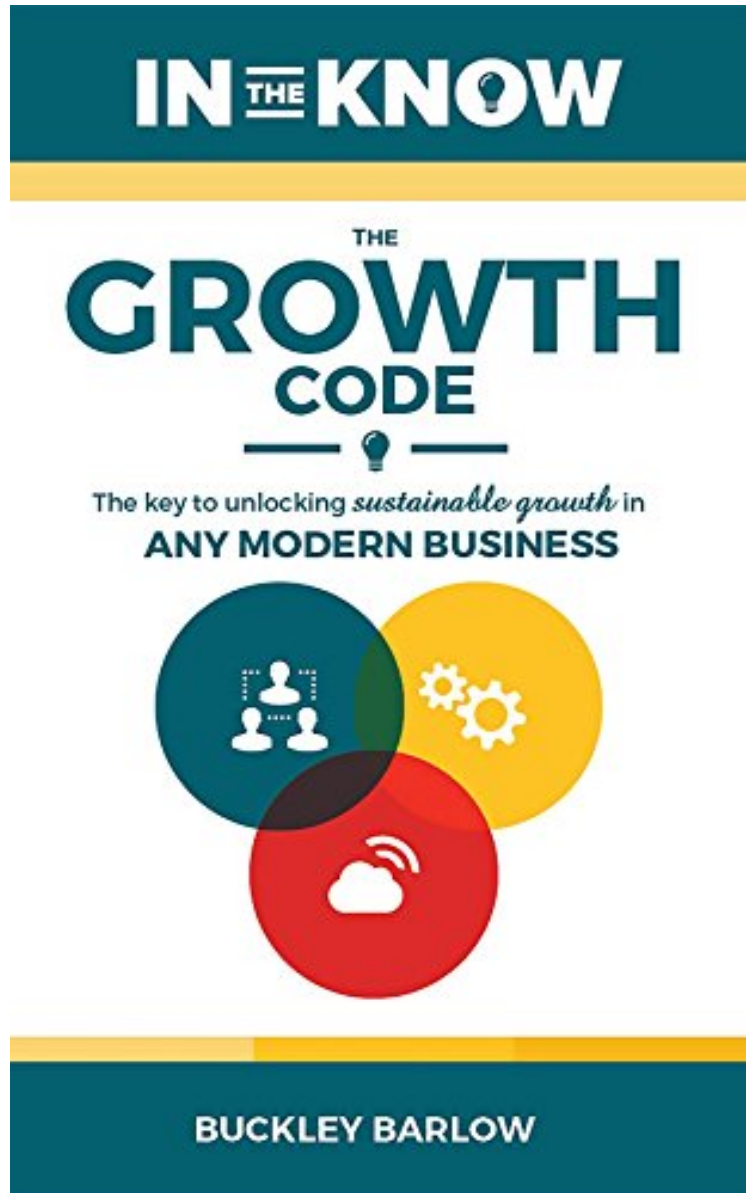


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The Growth Code: The Key to Unlocking Sustainable Growth in any Modern Business

Buckley Barlow

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Buckley Barlow : The Growth Code: The Key to Unlocking Sustainable Growth in any Modern Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Growth Code: The Key to Unlocking Sustainable Growth in any Modern Business:

0 of 0 people found the following review helpful. Mindset, People, and Long-Term Value.By BenjaminshepardsonThe

main idea behind *The Growth Code* is that sustainable business growth evolves from a collective corporate mindset that's focused on long-term value and which is open to change. Getting people in the door is no good unless you can keep them there, and then later on down the line, keep them coming back for more. With vivid examples of real businesses that were built for sustainable growth, Buckley Barlow takes you on a fascinating journey, at the end of which you feel more than equipped to do what it takes to make growth happen at your own company. His ever-inquisitive mind, his impressive background in business, and his friendly, helpful tone combine to make all the right ingredients for a real page-turner. Yes, a page-turner about business! His incredibly readable style makes for an enjoyable read, and I read the entire 211 pages in one night. After finishing, I felt I'd gained a new perspective on what makes businesses grow: how they retain customers, why people matter in a company, and how much of a role "values" play in everything you do as a business person. I especially got a lot out of Chapter Eight: Be a People Person. As we all know, people make such a difference in company culture. But it's not just about morale and bad apples, the usual teamwork stuff. Mr. Barlow explains this so much more elegantly than I can here, but the people in the company can become your greatest assets, if you hire, train, and retain properly. They can become a source of innovation, even. I think what he tries to convey is that your people matter so much because they can become a driver of growth. You'll have to read the book to fully understand how that works. Anyway, Barlow seems to have perfected a formula for sustainable growth, and with the lively way he explains that formula in his book, this is one heck of an engaging read.

0 of 0 people found the following review helpful. GREAT ideas once you get past the introduction. I think the author does a rock solid job of laying out a map of what contemporary businesses should do and really need to do to flourish if you utilize online marketing (who doesn't?). I appreciate his explanation of normal growth S curves and how to interpret and respond to them. I am looking forward to using Barlow's ideas and suggestions, exciting stuff!

0 of 0 people found the following review helpful. Straight-forward Insight. Would definitely recommend!

By Joann Li I love this. Buckley writes with purpose, passion, and insight, totally cutting out the fluff that you find in other books. It's straight-forward and to-the-point -- which is exactly what I need to engage in content like this. His explanations are great and the infographics also help a lot. I would definitely recommend.

The Growth Code was written for forward-thinking, growth-oriented organizations and teams that are committed to building, growing, and improving the digital leaders of tomorrow. It's a handbook for anyone who wants relevant knowledge and training along with actionable ideas that can be quickly implemented to create a long-term, sustainable impact on growth in a company. *The Growth Code* is required reading for anyone tasked with growing an organization or looking to jump-start a career in growth marketing, which uses the best elements of ideation, iteration, timing, data, systems, people, and platforms combined with the data necessary to take risks; and watching them pay off with big rewards. Navigating the world of modern "marketing" and "growth" can be intimidating. *The Growth Code* shows you how the many different pieces of the growth and marketing puzzle fit together. You'll find specific case studies that simplify complex theories and make it easy to understand what's working, when it's working, how it's working, and how well it's working. You'll also learn about what doesn't work, so you don't waste time, money, and resources on dead ends. *The Growth Code* includes illustrations, infographics, stylized icons, comprehensive worksheets, guides and complete instructions designed to take you from product/market fit through creating repeat buyers and brand ambassadors who recruit new customers for you. Author Buckley Barlow is the founder of IN THE KNOW, the premiere growth marketing learning hub frequented by founders, executives, and teams from emerging growth companies who share knowledge and information via innovative learning paths. These learning paths provide original and personally curated content in different learning formats (books, blogs, videos, podcasts, and courses) across a variety of modern topics related to growing a business, from the top to the bottom of the marketing funnel.

About the Author Buckley Barlow is the founder of In The Know, an innovative learning and media hub for forward-thinking organizations and teams. He's bootstrapped growth for several multi-million dollar ventures, and was also an early team member of one of the fastest growing Inc. 500 companies in North America. Passionate about helping forward-thinking, growth-oriented founders, executives and teams improve and grow their revenues, he is a sought-after strategic growth advisor to both private and public emerging growth companies and some of the most visible brands in the Fortune 500.