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Building a High Velocity Sales Machine.

Max Altschuler. A good sales team makes or breaks a business. Which is why this pioneering guide shows you how to build a fully streamlined sales engine that uses modern techniques and technologies.

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from the year 2000 were absent from the Fortune 500 in the year 2015, precisely because they failed to evolve. Today's sales environment is very much a "keep up or get left behind" paradigm, but you need to do better to excel. Hacking Sales shows you how to get ahead of everyone else with focused effort and the most

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The definitive playbook by the pioneers of Growth Hacking, one of the hottest

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business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-

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level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to

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massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on.

There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just

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today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for

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product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries

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can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manger looking to replace wasteful big bets and "spaghetti-on-the-wall"

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High Engagement can solve these challenges. The Sales Engagement strategies presented within help organizations meet the needs and demands of today's smart buyers by providing a detailed and actionable game plan to humanize an organization's sales process through data, science, and the new art of sales. Sales

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Engagement contains perspectives from the savviest revenue-acceleration-focused thought leaders, customers, partners, practitioners, and executives that represent a vast array of companies of various sizes and industries.

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Best Business Books of 2018 Every startup wants to change the world. But the ones that truly make an impact know something the others don't: how to make government and regulation work for them. As startups use technology to shape the way we live, work, and learn, they're taking on challenges in sectors like

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healthcare, infrastructure, and education, where failure is far more consequential than a humorous chat with Siri or the wrong package on your doorstep. These startups inevitably have to face governments responsible for protecting citizens through regulation. Love it or hate it, we're entering the next era of the digital

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AI High revolution: the Regulatory Era. The big winners in this era--in terms of both impact and financial return--will need skills they won't teach you in business school or most startup incubators: how to scale a business in an industry deeply intertwined with government. Here, for the first time, is the playbook on how to win

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the regulatory era. "Regulatory hacking" doesn't mean "cutting through red tape"; it's really about finding a creative, strategic approach to navigating complex markets. Evan Burfield is the cofounder of 1776, a Washington, DC-based venture capital firm and incubator specializing in regulated industries. Burfield has coached

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startups on how to understand, adapt to, and influence government regulation.

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influence the federal regulatory community. Through fascinating case studies and interviews with startup founders, Burfield shows you how to build a compelling narrative for your startup, use it to build a grassroots movement to impact regulation, and develop influence to overcome entrenched relationships

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This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Just as a professional athlete doesn't show

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up without a solid game plan, ethical hackers, IT professionals, and security researchers should not be unprepared, either. The Hacker Playbook provides them their own game plans. Written by a longtime security professional and CEO of Secure Planet, LLC, this step-by-step guide to the "game" of penetration hacking

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features hands-on examples and helpful advice from the top of the field. Through a series of football-style "plays," this straightforward guide gets to the root of many of the roadblocks people may face while penetration testing-including attacking different types of networks, pivoting through security controls,

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privilege escalation, and evading antivirus software. From "Pregame" research to "The Drive" and "The Lateral Pass," the practical plays listed can be read in order or referenced as needed. Either way, the valuable advice within will put you in the mindset of a penetration tester of a Fortune 500 company, regardless of your

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At high career or level of experience. This second version of The Hacker Playbook takes all the best "plays" from the original book and incorporates the latest attacks, tools, and lessons learned. Double the content compared to its predecessor, this guide further outlines building a lab, walks through test cases for attacks, and provides

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