



Brand Hacking: A Rogue Marketer Explains the Hidden Side of A Brand's Growth from Zero to Hero

Linlin Wills

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A new generation of strong brands like Etsy, Snapchat, Airbnb, and TOMS take off with little or no conventional marketing. How did these brands make spectacular growth happen? Did they simply rely on growth hacking—a suite of techniques using digital tools that are testable, trackable, and scalable to generate explosive growth? Or did they innovate a meaningful brand platform that enables individuals to co-create the brand meaning and involve themselves more deeply?

Whether you work for a tiny start-up or a Fortune 500 giant, if you're responsible for building awareness and buzz for a brand, product, or service, this book demystifies the processes of brands' growing from zero to hero. It describes the most complex sort of marketing possible, as well as the least understood. It is a blind spot of growth hackers.

Brand Hacking offers a practical how-to guide to marketing that finally engages the marketplace. It presents a new approach that not only works in synch with growth hacking mindset, but also creates cultural benefits and meaning in an otherwise chaotic modern world. In a nutshell, it is a lean accelerated approach to make your brand POP! (Purposeful, Opinionated, Punchy).

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