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TRACTION: HOW ANY STARTUP CAN ACHIEVE EXPLOSIVE CUSTOMER GROWTH



Penguin Books Ltd, United Kingdom, 2015. Paperback Book Condition: New. 234 x 153 mm. Language: English. Brand New Book. In Traction, serial entrepreneurs Gabriel Weinberg and Justin Mares give startups the tools for generating explosive customer growth Anyone trying to break through to new customers can use this smart, ambitious book Eric Ries, author of The Lean Startup Most startups don't fail because they can't build a product. Most startups fail because they can't get traction...

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- Authored by Gabriel Weinberg, Justin Mares
- Released at 2015



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