

The Organic Growth Playbook

Activate High-Yield Behaviors To Achieve Extraordinary Results - Every Time

American Marketing Association

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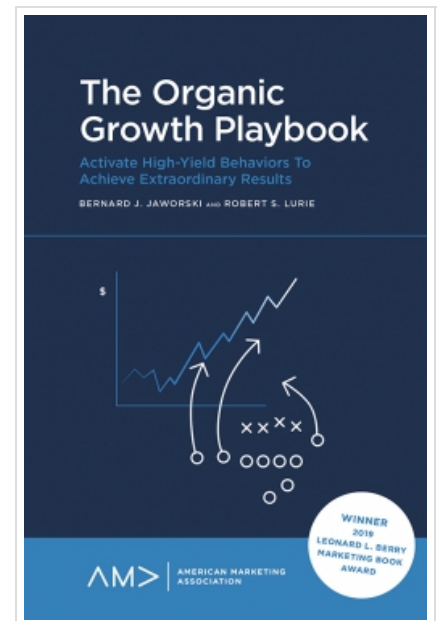
About the Book

Conventional marketing strategies that focus on product differentiation and positioning often fail to deliver faster growth. Jaworski and Lurie offer a novel approach to the problem of growth based on two simple but profound insights.

First, they demonstrate that in every purchase process there are a few high-yield customer behaviors that matter most in determining whether and what customers buy.

Second, they show how changing those high-yield customer behaviors can consistently drive faster revenue growth. Drawing on decades of client work, the authors provide a detailed, engaging account of a proven system for accelerating – or even doubling – growth. As evidence of its value, the system has been adopted by a host of Fortune 500 firms as their marketing and growth planning process.

This book forms part of the American Marketing Association (AMA) Leadership series: 7 Big Problems of Marketing.



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