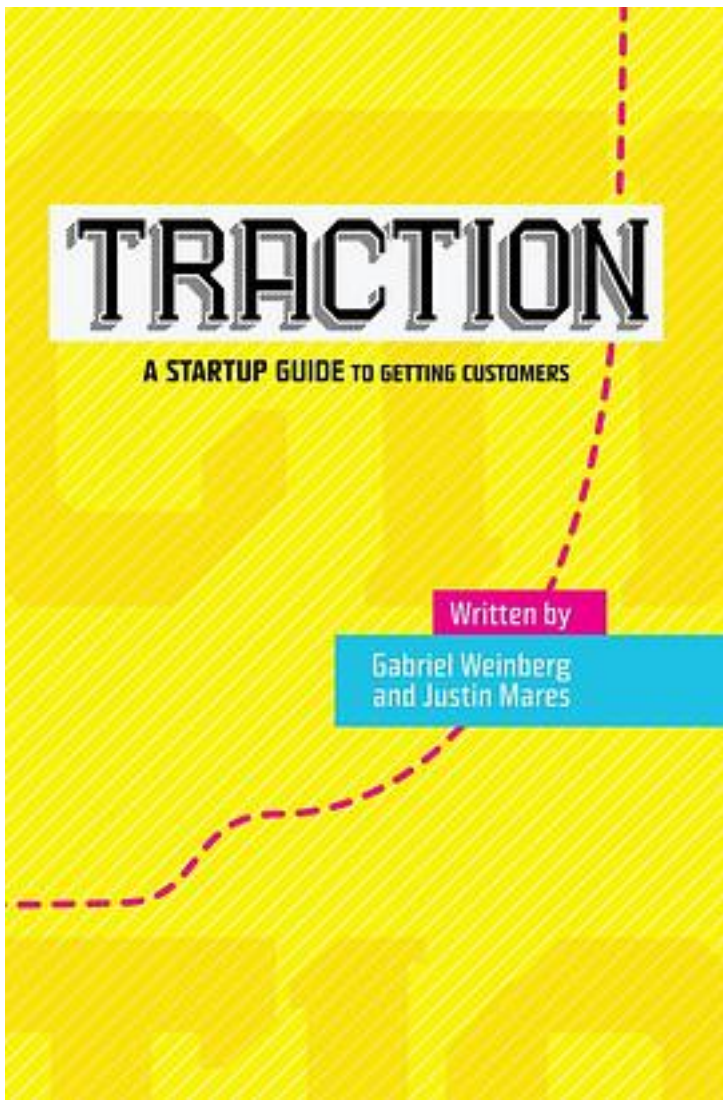# Traction: A Startup Guide to Getting Customers

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著者:Gabriel Weinberg

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Most startups end in failure. Almost every failed startup has a product. What failed startups don't have is traction -- real customer growth.

This book introduces startup founders and employees to the "Bullseye Framework," a five-step process successful companies use to get traction. This framework helps founders find the marketing channel that will be key to unlocking the next stage of growth.

Traction is a guide to getting customers, written for startup founders, marketers, and those interested in how today's startups grow and get traction. This book shows you how the founders of several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com) and Alex Pachikov (Evernote) have built and grown their startups. We interviewed over forty successful founders and researched countless more growth stories to pull out the repeatable tactics and strategies they used to get traction.

"Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist

作者介绍:

Gabriel Weinberg is the Founder & CEO of DuckDuckGo, the search engine that doesn't track you with over a billion searches in 2013. He is also an angel investor and co-author of Traction: A Startup Guide to Getting Customers. Weinberg has been featured on CBS, FOX, the Guardian, the Washington Post and many more.

Previously he was the Co-founder & CEO of Opobox, which was sold to United Online in 2006. Weinberg holds B.S. in Physics and an M.S. in Technology and Policy from MIT. He is based on Valley Forge, PA with his wife and two boys.

Justin Mares is the former Director of Revenue at Exceptional, a software company that Rackspace acquired for 8 figures in 2013. He has previously founded two startups (one acquired, one bust) and runs a growth meetup in San Francisco. You can find his writing on marketing and personal-development on his blog, justinmares.com.

目录:

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标签

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评论

提纲携领，外行入门的书，已经是业内人的就不用看了

Every failed startup has its product, but they don't have their customer distribution channel.

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction.

增長黑客入門書，方法論，實際行動，簡潔明快，就像 DuckDuckGo

我在此之前没有了解过任何sales相关的知识，这本书的确给了我一个很好的入门。

作为 growth 的工具书, 内容还算是蛮丰富的. 举了很多例子, 蛮多也值得尝试一下.

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书评

"Most startups don't fail because they can't build a product. Most startups fail because they can't get traction."
初次做产品，最常碰到的问题，就是产品做好以后，发现——"我靠，没有用户"
那怎么办呢？怎么才能给自己的产品找到用户？难道，就要像其他人一样，在…

第一部分纯属凑字数。。。。。。。。。。。。。。。。。。。。。我为了写够140字也在凑字数。。。 …

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