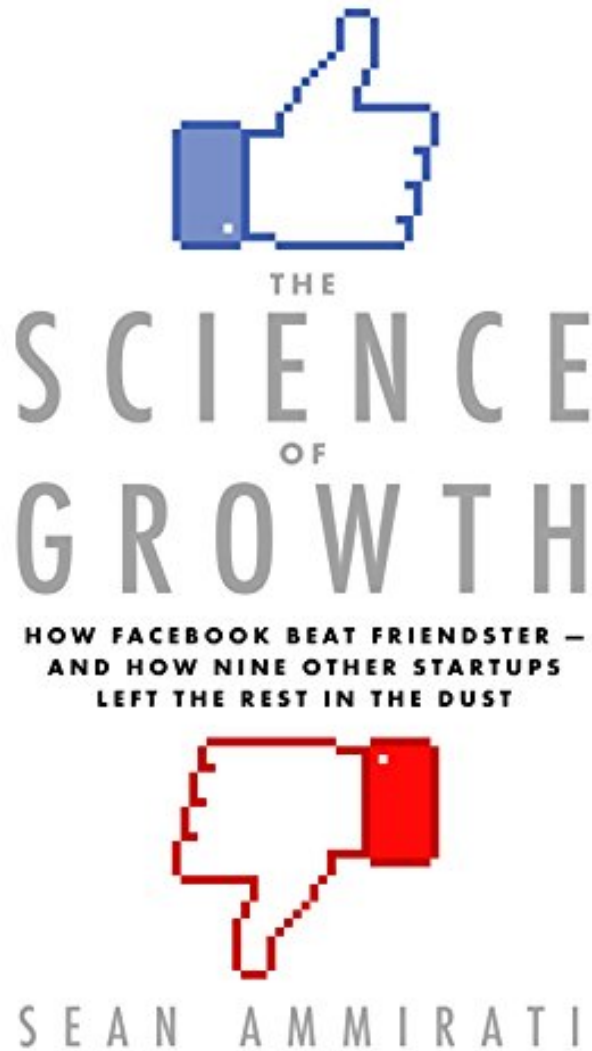


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The Science of Growth: How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust

Sean Ammirati

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Sean Ammirati : The Science of Growth: How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust before purchasing it in order to gage whether or not it would be worth my time, and all praised The Science of Growth: How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust:

6 of 6 people found the following review helpful. Fascinating Read and Immediately Applicable to Your Business or

StartupBy Doug SmithI originally met Sean when he was teaching at Carnegie Mellon's Executive Education program. I thought he was incredible. When he mentioned that he was writing this book, I couldn't wait to get my hands on it. After reading the book, I can say that I love this book for 3 specific reasons:1.) It is backed up by research.2.) Sean has lived these principles as he has started and scaled his own companies and now he helps others do the same with their organizations as a Venture Capitalist.3.) It gives you an action plan to implement immediately. This is not a book on theory. If you'll extract and implement the action steps that Sean lays out in the book, you will have a much better chance of being successful in your endeavors. Personally, I really enjoyed learning what made companies like Facebook and YouTube become what they are today while other companies who had the same potential never reached their full potential. If you lead in any capacity, if you are an entrepreneur, or you are looking to grow your business, you need to read this book.5 of 5 people found the following review helpful. Behind the Scenes of StartupsBy Robin SavIt's always interesting to take a peek at the 'great and powerful' whether it's behind the curtain in Oz or on an app on our phone. "The Science or Growth" looks at 10 pairs of household name companies and breaks down what made them succeed or crash and burn. Having these direct comparisons really helps to illustrate the core points the book is trying to make especially for someone who isn't necessarily on top of the latest b-school buzzwords. Also, by talking about companies that you have heard of and most likely have used their products or services, it feels a little bit like a behind-the-scenes tour of your favorite amusement park. And, having worked in Silicon Valley for five years, I most certainly agree with Mr Ammirati's point that cities shouldn't be trying to create their own Silicon Valley, but to "focus on becoming the best version of their city they can be." With the best practices laid out in the "Science of Growth", it almost feels like you can make anything the best version of itself!4 of 4 people found the following review helpful. Great for engineers, tooBy Brian CavalierAs a software engineer who has worked at several startups, I'm finding the information in this book to be extremely valuable. It really has me thinking about the role engineering can play in supporting startup growth factors. I also respect and enjoy the evidence based approach. One thing that struck me right out of the gate: the prerequisites to growth, which tend to be things that many people take for granted (especially "An Excellent First Interaction") or try to skip over. In my experience, though, Sean is spot on. Great research and insights presented clearly and directly.

The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It provided an agile framework to develop the right product solution for a given target market, and is now used by almost every fledgling company to do just that. The next challenge is growth - to achieve the financial returns and, more importantly, the impact they dreamed of when starting off on their adventure. Why do some companies realize the VC's goal of a 10x return on investment, while others flounder? What differentiates the companies that become part of the fabric of our lives and remain responsive, no matter how big they get from those that quickly fade? To find out, Ammirati looks at 20 different companies in pairs, who have achieved product-market fit at about the same point in history with the same general target customer-one of which has gone on to achieve real scale, while the other languished. As his research reveals, just a handful of choices-among them, who to partner with, how to finance growth, and how to use data-make all the difference in the world. With such intriguing examples as LinkedIn vs. Spoke, Facebook vs. Friendster, and McDonald's vs. White Castle, Ammirati shows the secret of "the science of growth" and how to cultivate it in any organization.

"If you've ever wondered why some ventures soar while others stagnate--even when they seem to provide the same solution--this book has the answer. It's easy to assume the good ones just got lucky, but this 'luck' was a result of an astute strategy and hard work. Here, Sean Ammirati details every aspect of their winning approach, so you can make sure your company is the next Facebook (instead of the next Friendster.)"--Dave Mawhinney, Co-Founder/Director, Carnegie Mellon Center for Innovation and Entrepreneurship "In an unusually revelatory case based format, The Science of Growth provides an excellent guide for entrepreneurs looking to scale their businesses."?Sean Ellis, Founder and CEO, GrowthHackers.com "Numerous books describe what entrepreneurs must do to birth their startup and achieve product-market fit, yet few effectively outline how to leverage this initial success and nurture a company through its awkward adolescence. The Science of Growth is unique, because its author is a serially successful entrepreneur and investor, turned Carnegie Mellon Professor. This combination results in an entertaining book that is based on sound research, overlaid with real-world wisdom and battle-tested experiences."?John Greathouse, UC Santa Barbara Professor and Partner at Rincon Venture Partners "For corporate leaders of all types, growth is required. But as many quickly learn, it's hard to scale the business yet keep the values of the organization intact. Sean Ammirati finds the balance in this easy to digest but immensely helpful read. If you are looking for rocket fuel to power your enterprise upward?without crashing?read it! "Tim Sanders, author of Dealstorming and Love Is the Killer App "Sean Ammirati lays it all out for any entrepreneur or executive to create new markets or opportunities. The world is ripe for iteration, innovation and disruption. With this book, you become part of change rather than a victim to it."--Brian Solis, digital analyst and author of X: The Experience When Business Meets Design "What happens after you find product-market fit?" This question drives Ammirati's timely and lucid book,

along with strong research, key insights, and a conversational writing style far too absent in today's business publishing world. Highly recommended, I learned a lot.--John Battelle, CEO, Founder NewCo Platform" This insightful guide will help readers find much-needed direction and inspiration."--Publishers Weekly" An authority in the field of the startup economy, Ammirati teaches the subject at Carnegie Mellon and heads one of the country's most successful startup incubators, and it shows in the way his book is thoroughly researched. It's also accessible, easy to read, and eye opening. This is a necessary and welcome addition to the business canon."--John Keogh, Booklist

About the Author SEAN AMMIRATI is a Partner at Birchmere Ventures, an early-stage venture capital firm based in Pittsburgh, PA, and Palo Alto, CA, and is an Adjunct Professor of Entrepreneurship at Carnegie Mellon University. Most recently, he was the COO of ReadWriteWeb, one of the most influential sites about the future of technology and innovation. Sean was previously co-founder and CEO of mSpoke, a big data SaaS company.