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

By Sean Ammirati

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The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It's 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.

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Editorial Review

Review

"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 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.

Users Review

From reader reviews:

Willard Sarvis:

A lot of people always spent their very own free time to vacation as well as go to the outside with them loved ones or their friend. Are you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity that's look different you can read any book. It is really fun for you. If you enjoy the book that you just read you can spent all day long to reading a e-book. The book The Science of Growth: How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust it is very good to read. There are a lot of people that recommended this book. These were enjoying reading this book. In the event you did not have enough space to bring this book you can buy the actual e-book. You can m0ore simply to read this book from the smart phone. The price is not to cover but this book provides high quality.

Kathi Adamo:

In this time globalization it is important to someone to receive information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information better to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You will see that now, a lot of publisher this print many kinds of book. Often the book that recommended for your requirements is The Science of Growth: How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust this reserve consist a lot of the information on the condition of this world now. This book was represented how do the world has grown up. The words styles that writer make usage of to explain it is easy to understand. The writer made some research when he makes this book. Here is why this book ideal all of you.

Robert Mills:

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