

Blitzscaling

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Synopsis

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Foreword by Bill Gates

From the authors of New York Times bestsellers, *The Alliance* and *The Start-up of You*, comes a smart and accessible must-have guide for budding entrepreneurs everywhere.

Silicon Valley is renowned for its striking number of businesses which have grown from garage start-ups into global giants; Apple, Cisco, Google, HP and Intel to name a few. But what is the secret to their outstanding success? Hoffman and Yeh explain that it's simple: they've learnt how to blitzscale.

Featuring case studies from numerous prominent tech businesses such as AirBnB and WeChat, this book offers a specific set of practices for catalysing and managing dizzying growth in burgeoning start-ups. Prioritising speed over efficiency in an environment of uncertainty, *Blitzscaling* illustrates how businesses can accelerate to the stage in a company's life cycle where the most value is generated. Using the framework provided by Hoffman and Yeh, readers will learn how to design business models which simultaneously support growth at a furious pace and capture the market, as well as how to navigate the necessary shifts in strategy needed at each level of scale.

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