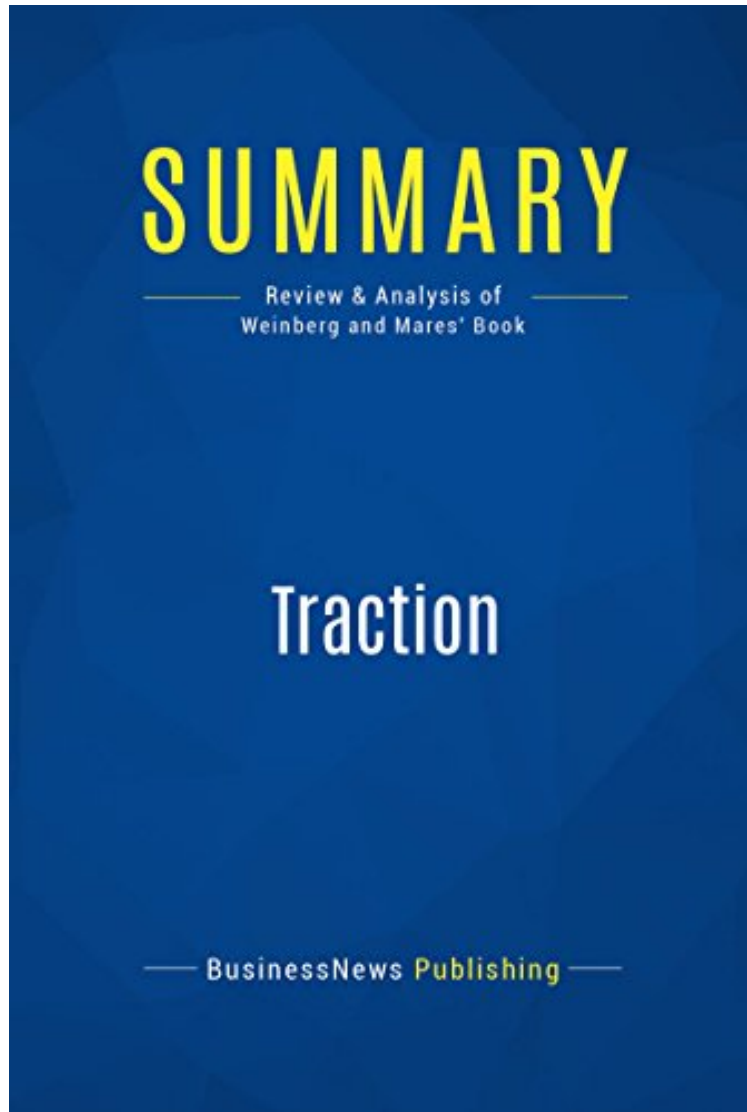


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## Summary: Traction: Review and Analysis of Weinberg and Mares' Book

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The must-read summary of Gabriel Weinberg and Justin Mares' book: "Traction: A Startup Guide to Getting

Customers". This complete summary of the ideas from Gabriel Weinberg and Justin Mares' book "Traction" states that there are lots of start-ups trying to be successful today. According to Weinberg and Mares, the start-ups that manage to reach success are the ones that create "traction" by generating customer growth and momentum. This should be the main aim of anyone launching a start-up and they should use the Bullseye Framework to identify which traction channels they should use. The Bullseye Framework has five key principles; brainstorm, rank, prioritise, test and focus. This summary explains each of these principles in detail, allowing you to learn the best way to launch a successful start-up. Added-value of this summary: • Save time • Learn the Bullseye Framework to identify to right traction channels • Ensure your start-up is successful To learn more, read the summary of "Traction" to discover how to create customer growth and momentum for your start-up and succeed!