



## Growth Strategy

### Pricing Strategies for Startups

Omar Mohout

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- Discover the essential guide for the business leader aiming to master the art of scaling with Growth Strategy
- This book provides a comprehensive exploration of strategic growth, blending industry insights with practical tools to propel your business to new heights
- Learn how to craft a powerful growth strategy, from defining your vision to outmanoeuvring competitors, and from leveraging technology to optimising your marketing and sales funnel
- Delve into critical chapters that cover everything from foundational growth principles to advanced tactics in marketing, financial management, and organisational development

Learn how to craft a powerful growth strategy, from defining your vision to outmanoeuvring competitors, and from leveraging technology to optimising your marketing and sales funnel. Delve into critical chapters that cover everything from foundational growth principles to advanced tactics in marketing, financial management, and organisational development. Benefit from expert advice on navigating acquisitions, entering new markets, and fostering a company culture that champions growth as a mindset. Equip yourself with the knowledge to manage financial risks, drive customer engagement, and maximise your resources through data-driven decision-making. Designed for ambitious entrepreneurs and seasoned executives alike, this guide is your roadmap to sustainable success and industry leadership. Whether you're looking to refine your approach or transform your business model, **Growth Strategy** offers the guidance, insights, perspective, and inspiration to thrive in a competitive marketplace. Don't miss out on this essential resource for anyone looking to take their business to new heights.

**Omar Mohout**, a former technology entrepreneur, is a widely published technology author, C-level advisor to high growth startups as well as Fortune 500 companies and Professor of Entrepreneurship at Antwerp Management School. He is author of *Pricing Strategies for Startups*, *The Belgian Startup Landscape*, *Crowdfunding in Belgium* and the popular *Startup Master Class* series. He's member of the board of directors at Startups.be, Aproplan.com and Teamleader.eu. He is also a mentor at Founder Institute, iMinds, IdeaLabs, Startathlon, Virtuology Academy, Flanders DC and Belgium Ambassador at World Startup Report.