



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

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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.