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The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue

Robbie Kellman Baxter

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The "membership" business models of Netflix, Weight Watchers, and other industry giants revealed—and how you can use them to lead your company to the top of the food chain

For decades, consumers and businesses have joined clubs, bought products and accessed services using a subscription model. But it has only been in recent years that the model has been transformed and perfected through massive changes in technology.

The Membership Economy shows how nimble companies that focus on ongoing, formal relationships over one-time transactions are thriving. By renting, lending, or offering access instead of just "ownership," organizations can leapfrog industry leaders. In terms of strategic business models, this is one that allows for breakthrough growth. With great case studies from American Express, LinkedIn, CrossFit, Salesforce.com, SurveyMonkey, and more, this book will show you how to radically rethink how your organization can build loyalty, viral growth, and recurring revenue.

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