



The Xiaomi Way: Customer Engagement Strategies That Built One of the Largest Smartphone Companies in the World

Li Wanqiang

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How one small tech company got smart about social media and became "China's new smartphone king" (CNN)

In this exclusive inside look at the phenomenal rise of Xiaomi—the new smartphone company that's giving Apple a run for their money—cofounder Li Wanqiang shares the secrets behind the viral marketing techniques, R&D innovations, and user-driven excitement that turned a small tech start-up into a world-class player. You'll discover:

- How Xiaomi became the third largest smartphone maker in the world—in just 4 years' time
- How the cofounders landed their first million users—without spending a dime on advertising
- How Xiaomi used social media to build exceptional brand recognition and word-of-mouth momentum
- What every business can learn from Xiaomi's proven success in customer engagement, viral marketing, and cutting-edge product development

Already an instant bestseller in China, Wanqiang's eye-opening book provides an exciting new business model for today's flatter, faster world of Internet marketing and user-inspired innovation. No matter how big or small your business, The Xiaomi Way can show you how to even the playing field, develop products people will love, spread the word through social media, and turn customers into passionate, lifelong fans.

Includes a foreword by **Lei Jun, Xiaomi CEO**.

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