

THE LEAN STARTUP HOW TODAYS ENTREPRENEURS USE CONTINUOUS INNOVATION TO CREATE RADICALLY SUCCESSFUL BUSINESSES

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Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs—in companies of all sizes—a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in a age when companies need to innovate more than ever.

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In fact, I believe a company's only sustainable path to long-term economic growth is to build an "innovation factory" that uses Lean Startup techniques to create disruptive innovations on a continuous basis. In other words, established companies need to gure out how to accomplish what Scott Cook did in 1983, but on an industrial scale and with an established cohort of managers steeped in ...

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The Lean Startup is one of the core business books that revolutionised the business startup environment. Eric Ries stripped everything down to the core basic principles of being lean, and agile in response to customer feedback. This is not new but is collated and distilled in a very dynamic, yet clear structured manner. It must also be said that the Lean Startup is heavily biased towards the ...

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The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Ries, Eric. New York: Crown Business, 2011. 320 pages. US\$26.00.

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In his recent book, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Ries spells out his strategy. We caught up with him to learn ...

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Amazon.com: The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (Audible Audio Edition): Eric Ries, Eric Ries, Random House Audio: Audible Audiobooks

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The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common ...

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