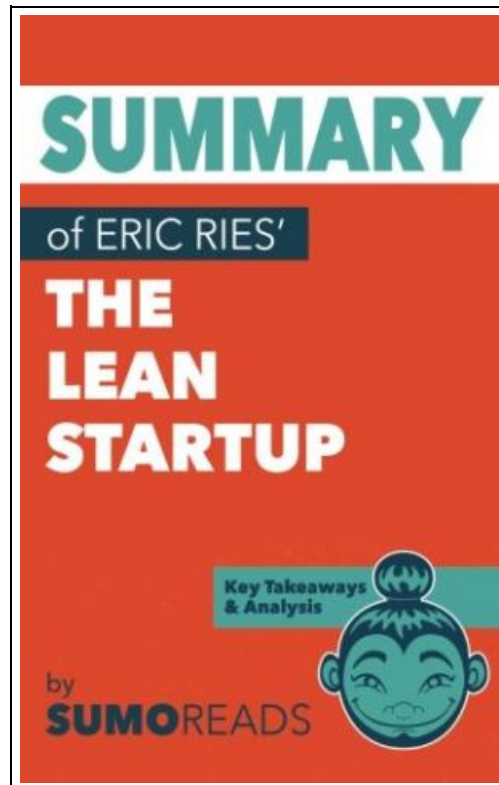


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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 28 pages. Dimensions: 8.0in. x 5.0in. x 0.1in. Dont miss this summary of Eric Ries invaluable guide to new product development, The Lean Startup. In his book, Ries offers unconventional wisdom about the correct way to bring a product to market using the lean methodology, whether you are a startup with two employees, or a division of a huge multinational corporation. This SUMOREADS summary includes key takeaways and analysis to help you quickly and easily apply the lean startup concept to your own business endeavors. What will you learn from reading this book Why startups fail despite having access to extensive marketproduct research and heavy funding How to use validated learning to gauge the prospects of an idea before launching a full product The two hypotheses any startup must test before committing vast resources to the development of a product How to use the build-measure-learn feedback loop to achieve a quick product-market fit The actionable metrics that lead to informed decisions on whether to change course or persevere The three engines of growth businesses can use to assess and nurture sustainable growth How to create a culture that fosters innovative thinking in large companies Book Summary Overview Eric Ries The Lean Startup argues against waiting to launch the perfect product in todays uncertain market. Ries contends that to minimize waste (in lost capital, duplicated efforts, and products no one wants) startups have to discard any activity that does not contribute to learning and make extensive interactions with their customers from day one: introduce products with minimum viable features to the market, use customer reactions and behaviors to gauge value and growth prospects, run multiple experiments and iterate, and then re-launch. Anyone creating new products for an untested market--whether...



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