

## Fail Better: Design Smart Mistakes and Succeed Sooner (Hardback)



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### **Reviews**

*Totally among the best publication I actually have actually go through. It can be filled with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Glen Ernsler)*

## FAIL BETTER: DESIGN SMART MISTAKES AND SUCCEED SOONER (HARDBACK)



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Harvard Business Review Press, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. If you're aiming to innovate, failure along the way is a given. But can you fail better? Whether you're rolling out a new product from a city-view office or rolling up your sleeves to deliver a social service in the field, learning why and how to embrace failure can help you do better, faster. Smart leaders, entrepreneurs, and change agents design their innovation projects with a key idea in mind: ensure that every failure is maximally useful. In *Fail Better*, Anjali Sastry and Kara Penn show how to create the conditions, culture, and habits to systematically, ruthlessly, and quickly figure out what works, in three steps: 1. Launch every innovation project with the right groundwork 2. Build and refine ideas and products through iterative action 3. Identify and embed the learning *Fail Better* teaches you how to design your efforts to test the boundaries of your thinking, explore crucial interdependencies, and find the factors that can shift results from just acceptable to groundbreaking--or even world-changing. Practical instructions intertwined with compelling real-world examples show you how to: \* Make predictions and map system relationships ahead of time so you can better assess results \* Establish how much failure you can afford \* Prioritize project activities for disconfirmation and iteration \* Learn from every action step by collecting and examining the right data \* Support efficient, productive habits to link action and reflection \* Distill, share, and embed the lessons from every success and failure You may be a Fortune 500 manager, scrappy start-up innovator, social impact visionary, or simply leading your own small project. If you aim to break through without breaking the bank--or ruining your reputation--this book is for you.



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