

## The Lean Startup How Today's Entrepreneurs Use Continuous Innovation To Create Radically Successful Businesses

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"The Lean Startup has a kind of inexorable logic, and Ries' recommendations come as a bracing slap in the face to would-be tech moguls: Test your ideas before you bet the bank on them. Don't listen to what focus groups say; watch what your customers do. Start with a modest offering and build on the aspects of it that prove valuable.

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conditions of extreme uncertainty.

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Book Review: The Lean Startup. by Eric Ries. 2011 Random House ()14 chapters; 320 pages. This first-rate book by Eric Ries addresses a key problem in the innovation ecosystem: most startups fail.

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The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business, published by Crown Business. He serves on the advisory board of a number of technology startups, and has consulted to new and established companies as well as venture capital firms.

### **The Lean Startup | The Movement That Is Transforming How ...**

Eric is the author of the popular blog Startup Lessons Learned and the creator of the Lean Startup methodology. He co-founded and served as CTO of IMVU, his third startup, which has today has over 40 million users and 2009 revenue over \$22 million.

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### **Blog for Startup News & Lean Thinking | Lean Startup Co.**

Lean startup is a methodology for developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business- hypothesis -driven experimentation, iterative product releases, and validated learning.

### **Lean startup - Wikipedia**

Thank you, Takeshi for giving us insight on lean manufacturing and lean startup. It's an informative post that tells us the growing inclination of manufacturers towards lean manufacturing.

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