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Titolo	A Joosr Guide to... The Lean Start-Up by Eric Ries : How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
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Nota di contenuto	Copyright Page; Contents; What's it about?; Entrepreneurs and startups are more common than you think; Startups fail due to poor planning and wastefulness; Entrepreneurship is a form of management specialized for startups; Validated learning lets you gain information without the expense of failure; Small product releases will reduce waste and increase value; You can see if your company is progressing by using innovation accounting; There is a fundamental three-step cycle common to every successful startup; Final summary; Now read the book; Key takeaways
Sommario/riassunto	Eric Ries' 'The Lean Startup' presents a transformative approach to launching and managing startups. The book introduces the 'Lean Startup' methodology, which emphasizes continuous innovation, validated learning, and agile development to minimize waste and maximize success. Ries argues that traditional long-term business planning is unsuitable for startups due to their inherent instability and uncertainty. Instead, he advocates for small product releases, rapid feedback loops, and the use of 'innovation accounting' to measure progress. This practical guide is designed for entrepreneurs, business leaders, and innovators across industries, offering actionable strategies to build sustainable, customer-centric businesses. By applying lean principles, readers can navigate the challenges of entrepreneurship with greater flexibility and focus, turning ideas into thriving ventures.

