

1. Record Nr.	UNINA9910150513903321
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Titolo	A Joosr Guide to... The Lean Start-Up by Eric Ries [[electronic resource] ] : How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
Pubbl/distr/stampa	Hove, : Joosr Ltd, 2015
ISBN	1-78567-196-0
Descrizione fisica	1 online resource (18 p.)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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