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Nota di contenuto	The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets; Copyright; Contents; Special Thanks; The Lean Entrepreneur Early Adopters; Foreword; Introduction; What Is The Lean Entrepreneur?; Why Read (Be) The Lean Entrepreneur?; Who Is the Lean Entrepreneur?; How to Use The Lean Entrepreneur; Chapter 1: Startup Revolution; The Myth of the Visionary (Take 1); The Myth of the Visionary (Take 2); Case Study: Disrupting Venture Capital; Bytes Eating the World; Hype and Hyper; Feeling Claustrophobic?; Which Is to Say, Disruption Hurts Black Swans, White Rats, Red Herrings Primordial Innovation Soup; The Value-Creation Economy; Case Study: Customized Value Creation; And Cue the Lean Startup; Lean Startup, Please Meet the Lean Entrepreneur; Lean Startup and Disruption; Chapter 2: Vision, Values, and Culture; Vision and Values; Driving Force; Segment-Centric; Problem-Centric; Product-Centric; Technology-Centric; Case Study: Is the Problem Really Solvable?; What Do You Want to Be?; Lean into It: The Lean Startup Culture; Case Study: Experience-Driven Jumpstart; Empowering the Edge; Kill the Silos; Case Study: KISSmetrics

Product Development Marketing; Legal and Accounting; Root-Cause Analysis; Case Study: Root-Cause Analysis on Sales; Big, Old, and . . . Lean?; Over the Horizon: A Framework; Case Study: Lean Startup Horizons; Work to Do; Chapter 3: All the Fish in the Sea; Case Study: The Ethology of the Fish; Know Your Audience: Why Segmentation Matters; Market Segment; Personas: Create a Fake Customer; Case Study: Salim's Fish Inventory; Choosing a Market Segment; Case Study: Carla's Dream Jobs; If You Get Nothing Else from This Chapter; Case Study: It's in the Name; One Final Analogy; Work to Do Chapter 4: Wading in the Value Stream Articulating the Value Stream; Case Study: Seeing from Customer's View; Value-Stream Discovery; Customer State; Customer Action; Business Action; Measure; Growth Engine; Minimum Viable Product; Conversion; Funnel; Acquisition Channel; Case Study: AppFog's High Hurdle; Work to Do; Chapter 5: Diving In; Listen to Your Customers-or Not; Believing the Customer; Customer Interaction; Customer Development; Case Study: Don't Just Get Out of the Building, Get Out of the Country; Be a Zoologist; Be a Doctor; Getting Customers to Talk Case Study: What's the Worst That Can Happen?Case Study: A Nonprofit Lean Startup; Work to Do; Chapter 6: Viability Experiments; The Infamous Landing Page; Concierge Test; Case Study: Curating User Experience; Wizard of Oz Test; Case Study: Idea to Wizard of Oz in under 90 Days; Crowd-Funding Test; Case Study: Two-Sided Market Lean Startup; Prototyping; Case Study: MVP: Motor Vehicle Prototype; Work to Do; Chapter 7: Data's Double-Edged Sword; Case Study: Disrupting the Undisruptable; New Products; Problem-Solution Fit; Viability; Product-Market Fit; Online Engagement; Offline Engagement Sharing Product

Sommario/riassunto

"Advice for entrepreneurs looking to build a business people actually want to invest inDesigned to reduce waste by testing the market for a product early and often, the concept of the lean startup has been embraced around the world, and successful entrepreneurs and authors Brant Cooper and Patrick Vlaskovits join the conversation with their own personal experiences. The Lean Entrepreneur is designed to make lean startup and customer development principles immediately actionable no matter what the industry, size, or stage.This must-read book presents a lexicon of concepts and a universally applicable road map to success, as well as illustrative examples of innovative approaches to industry-specific disruption ranging from technology startups to consumer packaged goods to music to investment and finance. Providing a step-by-step approach to best practices, and giving readers a business model analysis guide, the book is rich in cases studies, illustrative graphics, worksheets, and exercises for a truly immersive guide to starting or improving a company. Invaluable reading for all readers in all businesses, the book teaches entrepreneurs how to approach risk head-on and test market ideas immediately, foster stronger customer relations, test different business model risks, and create a customer funnel based on buyers' process in order to eliminate unnecessary time and effort.A lean entrepreneur has already bought into lean startup, customer development, design thinking, and other iterative, customer-centric methods of product development. The lean entrepreneur wants to know how to apply these to their business. In other words: how to get started tomorrow. This book shows the way. Expands on the core ideas of the "Lean Startup" concept, adding the use of powerful, low-cost analytics to the mix Explains how earlier, more frequent market research can save a business time and money Incorporates cases studies, graphics, worksheets, and exercises to help readers better understand the key

concepts expounded in the text Packed with information that can help business at all levels of development--from initial ideas to established companies looking to innovate--The Lean Entrepreneur is the field guide for creating innovative businesses"--
