

1. Record Nr.	UNINA9910824491203321
Autore	Cooper Brant
Titolo	The lean entrepreneur : how visionaries create products, innovate with new ventures, and disrupt markets // Brant Cooper, Patrick Vlaskovits
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2016] ©2016
ISBN	1-119-09507-7 1-119-09499-2
Edizione	[Second edition.]
Descrizione fisica	1 online resource (273 p.)
Disciplina	658.4/21
Soggetti	Entrepreneurship Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Startup revolution -- Lean into change -- All the fish in the sea -- Wading in the value stream -- Core lean entrepreneur -- The lean journey -- The final word.
Sommario/riassunto	The Lean Entrepreneur, Second Edition banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. The follow-up to the New York Times bestseller, this great guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently. The belief that innovative outliers like Steve Jobs and Bill Gates have some super-human ability to envision the future and build innovative products to meet needs that have yet to arise is a fallacy that too many fall prey to. This 'Myth of the Visionary' does nothing but get in the way of talented managers, investors, innovators, and entrepreneurs. Taking a proven, measured approach, The Lean Entrepreneur will have you engaging customers, reducing time to market and budgets, and stressing your organization's focus on the power of loyal customers to build powerhouse new products and

companies.
