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The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a



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"The Lean Startup is a foundational must-read for founders, enabling them to reduce product failures by bringing structure and science to what is usually informal and an art. It provides actionable ways to avoid

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product-learning mistakes, rigorously evaluate early signals from the market through validated learning, and decide whether to persevere or to pivot, all challenges that heighten the chance of entrepreneurial failure."

The Lean Startup: How Today's

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The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on “ validated learning ” , rapid scientific experimentation, as well as a number of counter-intuitive

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practices that shorten product-development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want.

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Successful Businesses. Each time startups  
and innovations fail, huge amounts of  
money, time, passion, and skill are wasted.  
Yet, with the right processes, their success  
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the advisory board of a number of technology startups, and has consulted to new and established companies as well as venture capital firms.

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Steer dives into the Lean Startup method in detail, showing one major turn through the core Build- Measure- Learn feedback loop. Beginning with leap-of-faith assumptions that cry out for vigorous testing, you'll learn how to build a minimum viable product to test those assumptions, a new accounting system for evaluating whether you're making

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progress, and a method for deciding  
whether to pivot (changing course with one  
foot anchored to the ground) or persevere.

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In other words, the Lean Startup is a new  
way of looking at the development of

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innovative new products that emphasizes fast iteration and customer insight, a huge vision, and great ambition, all at the same time.

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are preventable. The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty.



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can be prevented. In The Lean Startup you  
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## Create Radically

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Summary of The Lean Startup: How  
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Lean startup is a methodology for  
developing businesses and products that

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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

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companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on “ validated learning ”, rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product-development cycles, measure actual progress without

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