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The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Kindle Edition by Eric Ries (Author)

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The Lean Startup: How Today's Entrepreneurs Use Continuous ... Steve Blank has been at the epicenter of the 'lean startup' movement since he ignited it in 2006 with his book The Four Steps to the Epiphany. A Silicon Valley entrepreneur for 21 years who founded or was involved in the launch of eight technology startups (both successes and failures), Blank left that world in 1999 to teach and consult on startups.

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The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business, published by Crown Business. He serves on 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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The Lean Startup methodology asserts that the "lean has nothing to do with how much money a company raises"; rather, it has everything to do with assessing the specific demands of consumers and how to meet that demand using the least amount of resources possible.

The Lean Startup is a new approach to business that's being adopted around the world. It is changing the way companies are built and new products are launched. The Lean Startup is about learning what your customers really want. It's about testing your vision continuously, adapting and adjusting before it's too late. Now is the time to think Lean.

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Most startups fail. But many of those failures 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.

The Lean Startup offers entrepreneurs—in companies of all sizes—a way to test their vision continuously, to adapt and adjust before it's too late.

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