



The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets

By Brant Cooper, Patrick Vlaskovits

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- Sales Rank: #678052 in Books
- Brand: Brand: Wiley
- Published on: 2013-02-26
- Released on: 2013-02-26
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x .81" w x 7.70" l, 1.44 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

Review

"A sprawling overview of some of the biggest ideas in the start-up world."

--**SETH GODIN**, Author *The Icarus Deception*

From the Inside Flap

You are not a Visionary . . . yet. *The Lean Entrepreneur* shows you how to become one.

Most of us believe entrepreneurial visionaries are born, not made. Our media glorify business outliers like Bezos, Branson, Gates, and Jobs as heroes with X-ray vision who can look to the future, see clearly what will be, imagine a fully formed product or experience, and then simply make the vision real.

Many in our entrepreneur community still believe that to be visionary, we must merely execute on a seemingly good idea and ignore all doubt. With this mindset, companies build doomed products in a vacuum; enterprises make ill-fated innovation investment decisions; and employees and shareholders come along for an uncomfortable ride.

Falling prey to the Myth of the Visionary confuses talented entrepreneurs, product managers, innovators, and investors. It leads us to heartbreaking, costly, and *preventable* failures in new product and venture development.

The Lean Entrepreneur moves us beyond this myth. It combines powerful customer insight, rapid experimentation, and easily actionable data from the Lean Startup methodology to empower individuals, companies, and entire teams to evolve their vision, solve problems, and create value at the speed of the Internet.

Anyone can be visionary. *The Lean Entrepreneur* shows you how to:

- Apply actionable tips, tricks, and hacks from successful lean entrepreneurs
- Leverage the Innovation Spectrum to disrupt existing markets and create new ones
- Drive strategies for efficient market testing with Minimal Viable Products
- Engage customers with Viability Testing and radically reduce the time and budget for product development
- Rapidly create cross-functional innovation teams that devour roadblocks and set new benchmarks
- Bring your organization critical focus on the power of loyal customers and valuable products you can build to serve them
- Leverage instructive tools, skill-building exercises, and worksheets along with bonus online videos

From the Back Cover

"A sprawling overview of some of the biggest ideas in the start-up world."

--**SETH GODIN**, Author *The Icarus Deception*

"The Lean Startup methodology has become a fundamentally critical approach to creating and building a startup. Brant and Patrick explain in a very accessible way, with extended case studies from a variety of

exciting, contemporary startups, with awesome bonus illustrations from everyone's favorite robotic dinosaur, Fake Grimlock. If you are a startup entrepreneur, this is a must-read book for your startup journey."

--**Brad Feld**, Managing Director, Foundry Group; co-founder, TechStars; and creator of the Startup Revolution series of books

"If you're an entrepreneur, making stupid mistakes is inevitable. The Lean methodology will help you cut down on them drastically. Do yourself a favor and pick up *The Lean Entrepreneur*. It will make your journey into the unknown much, much smoother."

--**Julien Smith**, *New York Times* bestselling co-author of *Trust Agents*

"This fascinating new book shows that at the intersection of disruption and lean company thinking, there is a new world of: lean entrepreneurship--empowered individuals who bring the world kicking and screaming into the future. I can't wait."

--**Paul Kedrosky**, Editor, *Infectious Greed*; Senior Fellow, Kauffman Foundation

"*The Lean Entrepreneur* cruises at 50,000 feet with a view of the context we are operating in today's economy. At the same time, it dives deep into key ways the new startup tools, frameworks, and mechanisms can be leveraged to take advantage of a world filled with uncertainty and opportunity."

--**Scott Case**, CEO, Startup America Partnership

"Entrepreneurs must alternate between divergent and convergent thinking: first generating ideas, then selecting the best ones. To date, lean startup thinking has emphasized rigorous selection. Cooper & Vlaskovits offer fresh and deep insights about idea generation. From their book, entrepreneurs will learn a lot about where vision comes from, and how lean startup techniques can turn vision into reality."

--**Thomas Eisenmann**, Howard H. Stevenson Professor of Business Administration, Harvard Business School

Users Review

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Victoria Schwan:

The book *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets* gives you the sense of being enjoy for your spare time. You should use to make your capable a lot more increase. Book can being your best friend when you getting strain or having big problem with your subject. If you can make looking at a book *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets* to be your habit, you can get far more advantages, like add your own personal capable, increase your knowledge about several or all subjects. It is possible to know everything if you like available and read a reserve *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets*. Kinds of book are several. It means that, science e-book or encyclopedia or some others. So , how do you think about this guide?

Harry Branham:

The reason? Because this The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will zap you with the secret that inside. Reading this book close to it was fantastic author who all write the book in such amazing way makes the content interior easier to understand, entertaining way but still convey the meaning thoroughly. So , it is good for you for not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of gains than the other book possess such as help improving your skill and your critical thinking way. So , still want to delay having that book? If I ended up you I will go to the publication store hurriedly.

Nicol Thomas:

The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets can be one of your basic books that are good idea. Many of us recommend that straight away because this book has good vocabulary that will increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The article author giving his/her effort to put every word into joy arrangement in writing The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets although doesn't forget the main stage, giving the reader the hottest and also based confirm resource data that maybe you can be certainly one of it. This great information can drawn you into brand new stage of crucial imagining.

Kristopher Lewis:

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