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At a high-level, the Running Lean
framework is fairly

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straightforward: validate the
problem. Define a solution.

Validate the solution. Then
develop your solution iteratively
while continuing to test and
validate along the way. Running
Lean offers concrete, actionable
instructions and templates for each

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What is running lean? It is a systematic process for iterating from plan A to a plan that works, before running out of resources. The essence of running lean can be distilled into three steps: 1.

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canvas 2. Identify the riskiest part
of your plan by researching,
interviewing, MVP and etc. 3.

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business managers, CEOs, small business owners, developers and programmers, and anyone whos interested in starting a business project. Find a problem worth solving, then define a solution; Engage your customers throughout the development cycle; Continually

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faster iterations

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problem worth solving, then define

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a solution Engage your customers throughout the development cycle Continually test your product with smaller, faster iterations Build a feature, measure customer response, and verify/refute the idea Know ...

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Book Summary – Running Lean:
Iterate from Plan A to a Plan that
Works • Customer Development
(by Steve Blank) is a framework

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for incorporating customers' inputs into your product development... • Bootstrapping is about taking the right action at the right time, so you can make progress with minimal ...

Book Summary - Running lean:

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Running Lean is a systematic process for iterating from Plan A to a plan that works, before running out of resources. Why Are Startups Hard? First, there is a misconception around how successful products get built. The

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media loves stories of visionaries
who see the future and chart a
perfect course to intersect it.

Running Lean, Second Edition
Running Lean is about testing a
vision by measuring how
customers behave. Running Lean

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is about engaging customers throughout the product development cycle. Running Lean tackles both product and market validation in parallel using short iterations. Running Lean is a disciplined and rigorous process. But most importantly, Running

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Lean is about focusing on the right
stuff

Running Lean -

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But success isn't a matter of odds.

In O'Reilly's newest title, Running
Lean: Iterate from Plan A to a Plan

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A Plan That Works (\$24.99), veteran entrepreneur Ash Maurya (@ashmaurya) examines real-world experiences of dozens of startups and clearly identifies the practices that lead to success.

Running Lean: Iterate from Plan A

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We're building more products today than ever before, but most of them fail--not because we can't complete what we want to build but because we waste time, money, and effort building the wrong product. What we need is a

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A systematic process for quickly vetting product ideas and raising our odds of success. That's the promise of Running Lean. In this inspiring book, Ash Maurya takes you through an exacting strategy for achieving product/market fit for your fledgling venture. You'll

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effective customer interviews
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successful customer interviews
play-by-play Detect a customer ' s
behaviors, pain points, and
constraints Turn interview insights
into Minimum Viable Products to
validate what customers will use
and buy Adapt customer
development strategies for large

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companies, conservative
industries, and existing products

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will

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discover an immediately actionable and easy to use method to increase your chances of success during the development of your products. *You will also discover : how to optimize your time in the development of a new product; what are the steps to follow to

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launch a product that meets a real need; how to adapt your initial idea to the reality of the market; the right methods to set a price that will satisfy your clients and your accountant. *The method outlined in this book describes how to move from an initial plan to an

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effective plan under resource constraints, even though it has never been cheaper to design a product. To do this, you will need to set up a customer feedback system that will not consist of asking them what they want, but how you can help them solve their

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problems. One of the key ideas in this book is to organize yourself in such a way that you can quickly validate your product, eliminating any unnecessary action. *Buy now the summary of this book for the modest price of a cup of coffee!

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professor and strategy consultant
Rob Adams shows you how to
make sure you hit your target
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money. He shows you the fast,
systematic and proven approach of
performing Market Validation in
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simple and effective market
validation and testing strategy that
is proven, giving entrepreneurs
and managers the ability to
dramatically improve the prospect
of product success. He explains
how to quickly gather information

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on competitors, directly interview members of your target market, and figure out what the market really wants to buy, versus what customers say they want. The steps to quickly understanding the viability of your market Where to go to gather the information

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needed to hit the market requirements How to follow through with the right product launched in the right way Adams cuts through the fancy terms and expensive market research that gives lots of data but no real product oriented information about

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usage, pricing, features and
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developing and launching new products. Its examples and advice cover everything from the fledgling start-up that needs their first product to work just to survive to the successful Fortune Class company establishing new worldwide markets. Examples cut

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across all major industrial sectors including consumer, retail, manufacturing, technology, life sciences and services. This book offers the step-based guidance you need to make sure failure is not an option.

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die. Since the early 2010s, growth hacking culture has developed as the way to achieve this, pulling together multiple talents—product managers, data analysts, programmers, creatives, and yes, marketers—to build a lean, mean, iterative machine that delivers the

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and implement concept-testing models Coming together: pick up best practices for building a cross-disciplinary team Follow the data: find out what your customers really want You know you can ' t just stay still—start moving ahead by developing the growth hacking

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Every day, thousands of
passionate developers come up
with new startup ideas but lack the
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ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy

Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals

Pivot your brand ingredients in new directions based on what

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rather than trashing Focus
specifically on brand story,
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