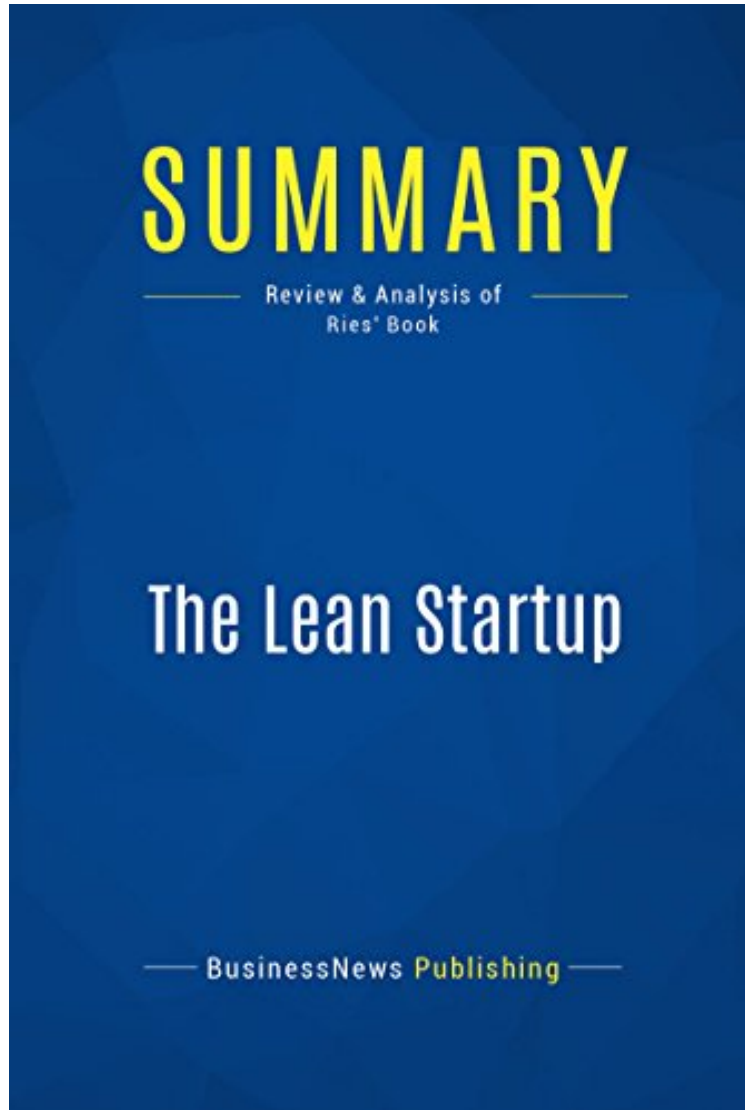


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The must-read summary of Eric Reis' book: "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" This complete summary of the ideas in Eric Reis' book "The Lean Startup" shows that most startups tend to burn through their resources and then disappear because they never get

around to seeing what their potential customers think of what they're developing. With this accessible summary, you will learn how to do just that in a fast and effective way, using the Build-Measure-Learn loop. In the end, you will be able to offer your customers a fully-featured product, which they will love.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "The Lean Startup" and discover how to focus efficiently on what your customer really want.