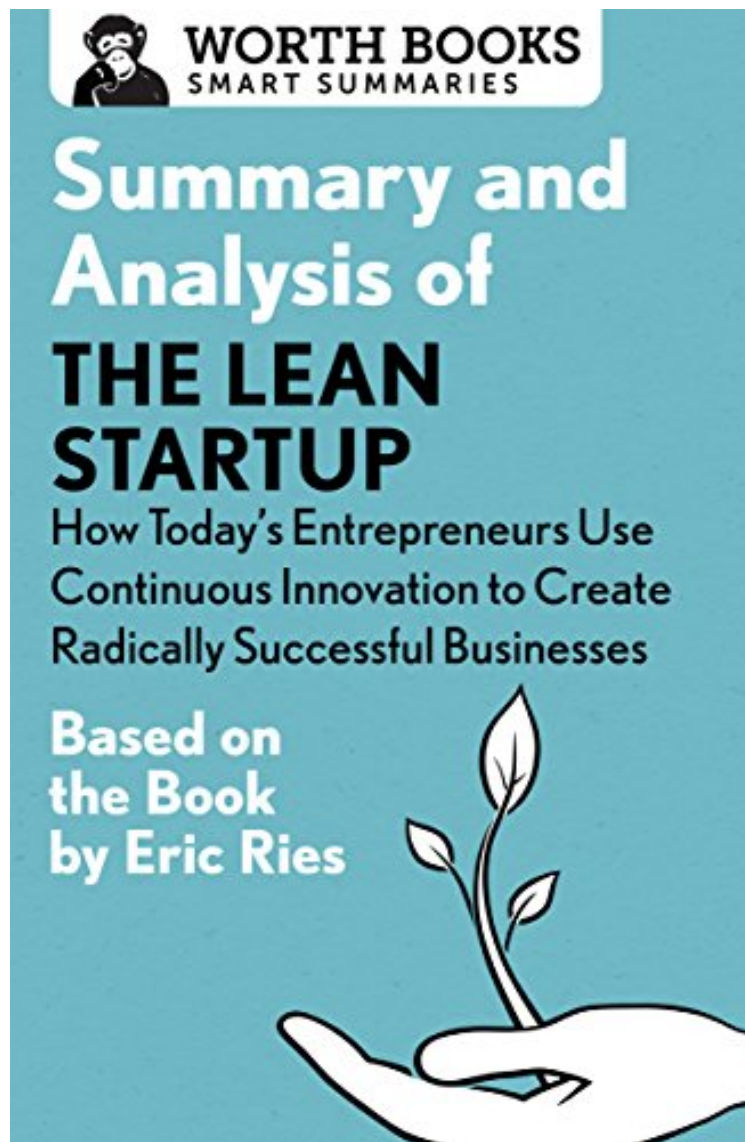


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So much to read, so little time? Get the key points of *The Lean Startup*—the bestseller about creativity, efficiency, and building a sustainable business. Through successes and failures with tech companies, Eric Ries began to realize there was a better way to develop a startup. Using his experiences, as well as valuable lessons learned from other industries, Ries identifies the difficulties a startup faces and how to build a more efficient—and successful—business. In the end, all of his advice comes down to saving the most important resource of all: time. This summary of that bestselling business book covers such topics as: How to shorten project-development cycles Validated learning and rapid scientific experimentation Measuring progress accurately Identifying your customers' desires How to adapt to changing circumstances quickly With chapter-by-chapter overviews, definitions of key terms, context and analysis, important quotes, and other features, this summary and analysis of *The Lean Startup* is intended to complement your reading experience and bring you closer to a great work of nonfiction.

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