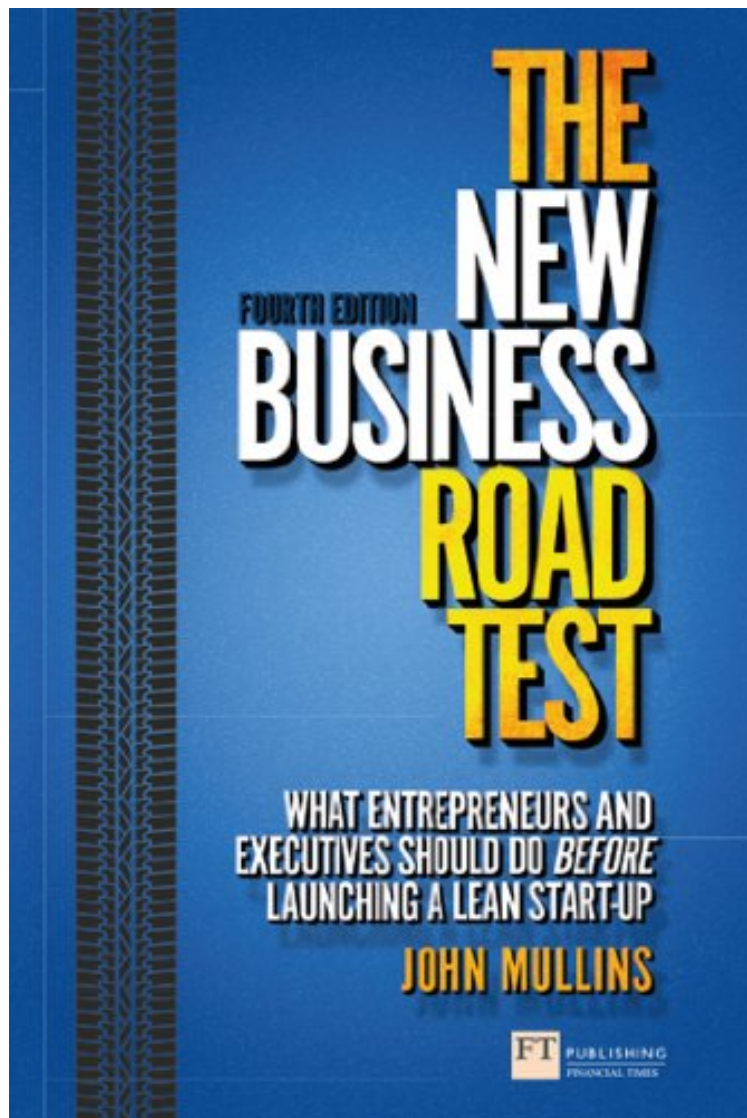


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## **The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up (Financial Times Series)**

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