



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

Brant Cooper, Patrick Vlaskovits, Eric Ries

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Leverage the framework of visionaries to innovate, disrupt, and ultimately succeed as an entrepreneur

The Lean Entrepreneur, Second Edition banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. The follow-up to the New York Times bestseller, this great guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently.

The belief that innovative outliers like Steve Jobs and Bill Gates have some super-human ability to envision the future and build innovative products to meet needs that have yet to arise is a fallacy that too many fall prey to. This 'Myth of the Visionary' does nothing but get in the way of talented managers, investors, innovators, and entrepreneurs. Taking a proven, measured approach, *The Lean Entrepreneur* will have you engaging customers, reducing time to market and budgets, and stressing your organization's focus on the power of loyal customers to build powerhouse new products and companies. This guide will show you how to:

- Apply actionable tips and tricks from successful lean entrepreneurs with proven track records
- Leverage the Innovation Spectrum to disrupt markets and create altogether new markets
- Use minimum viable products to drive strategy and conduct efficient market testing
- Quickly develop cross-functional innovation teams to overcome typical startup roadblocks

The Lean Entrepreneur is your complete guide to getting your startup moving in the right direction quickly and hyper-efficiently.

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David Yoon:

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