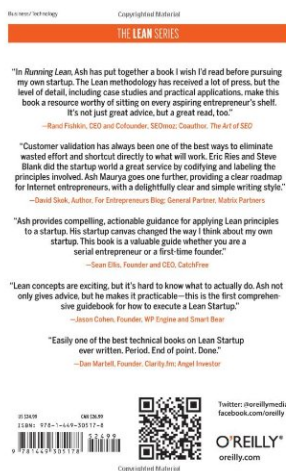


# [PDF] Running Lean: Iterate From Plan A To A Plan That Works (Lean (O'Reilly))

## Ash Maurya - pdf download free book



### Books Details:

Title: Running Lean: Iterate from P1

Author: Ash Maurya

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### Description:

We live in an age of unparalleled opportunity for innovation. We're building more products than ever before, but most of them fail--not because we can't complete what we set out to build, but because we waste time, money, and effort building the wrong product.

What we need is 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 a "product/market fit" for your fledgling venture, based on his own experience in building a wide array of products from high-tech to no-tech. Throughout, he builds on the ideas and concepts of several innovative methodologies, including the Lean Startup, Customer Development, and bootstrapping.

*Running Lean* is an ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who's interested in starting a business project.

- Find a problem worth solving, then define 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 when to "pivot" by changing your plan's course
- Maximize your efforts for speed, learning, and focus
- Learn the ideal time to raise your "big round" of funding

*"If you are starting a company, or want to adopt the Lean Startup approach, Running Lean is a must read."*

**- Brad Feld, Managing Director, Foundry Group**

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