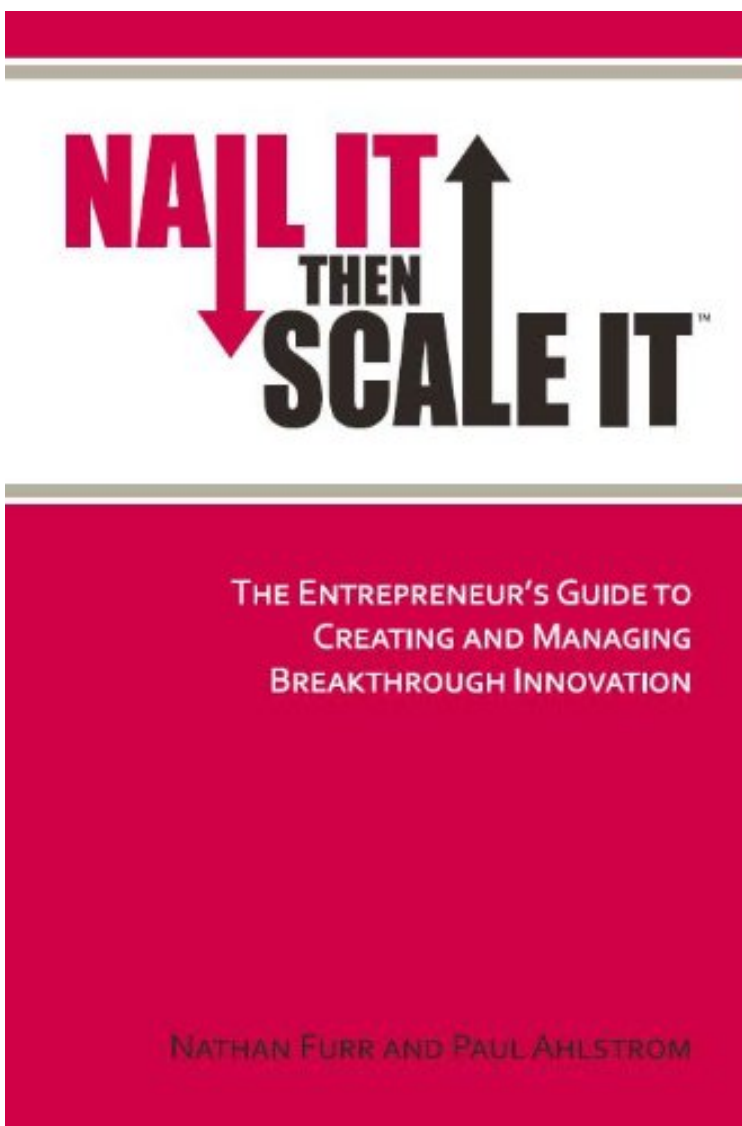


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Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation: The lean startup book to help entrepreneurs launch a high-growth business (English Edition)



Par Nathan Furr, Paul Ahlstrom

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Description :

Prsentation de l'diteurWhy do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the right things, but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail. From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate. These processes and principles have now been distilled into a handbook to guide entrepreneurs and innovative product managers to victory. Stop following conventional wisdom and join the few entrepreneurs that can consistently take their innovative idea all the way to a successful company launch.

Comments about the book:"Nail It then Scale It does a great job synthesizing the current thinking around disruptive innovations and entrepreneurship and channeling it into an actionable set of frameworks and processes. Both the recommended actions and there sequence seem very practical to me, and I think this should serve as a great tool for start-up teams.

Congratulations."Geoffrey Moore, Author of Crossing the Chasm, Escape Velocity and Inside the Tornado"The principles in Nail It Then Scale It provide a proven formula for entrepreneurial success. The truth is that most successful businesses are not built on one extraordinary idea. Instead, they are built on many ideas, followed by tons of hard work, research, iteration and listening to customers who articulate their pains and problems. The NISI checklist in the appendix is pure gold for entrepreneurs!"Clate Mask, CEO and Co-Founder of Infusionsoft"How rare to find practical, hands on advice from someone who has actually done it. I read it with a perspective of "take home value" and I found ideas that I could apply in every chapter. In my world time is the most precious commodity so it is the ultimate compliment to say that your book was well worth the time I spent reading it. Wish I had read this 30 years ago."Gary Kennedy, CEO Remedy Informatics"Nail It then Scale It has changed the way I think about being an entrepreneur. Weve been in 50 customers offices, have 6 commitments to beta our product and have created and sent out a marketing piece but the best part is we havent spent a cent on development yet. Nathan and Paul have saved us thousands of dollars.

Kevin Santiago, Founder Cymphonix, MobyQ and serial entrepreneur

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