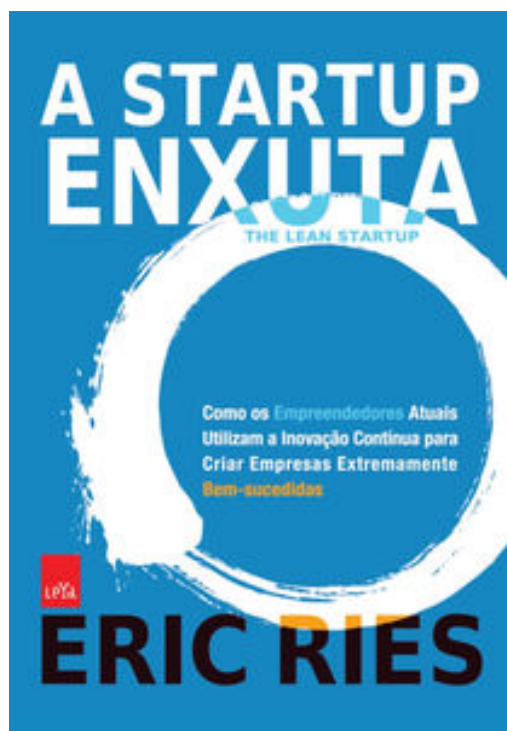


Ler Livro Online A Startup Enxuta Eric Ries



Faça o download ou leia online **A startup enxuta Eric Ries** , Como os empreendedores utilizam a inovação contínua para criar empresas extremamente bem-sucedidas Na vanguarda do empreendedorismo do século 21, Eric Ries criou uma abordagem revolucionária para a administração, que gerou um movimento que está transformando a maneira como os novos produtos são criados, desenvolvidos e lançados. Esses princípios se aplicam a todos aqueles que procuram construir produtos verdadeiramente novos sem desperdício, que podem ser utilizados tanto por startups de empresas de garagem quanto por inovadores presentes nas grandes empresas. Ries, que é empreendedor residente na Harvard Business School, também define desperdício como "toda atividade que não contribui para se aprender a respeito dos clientes". Trazendo histórias da vida real e lições aprendidas de algumas das empresas mais dinâmicas da atualidade, o autor descreve um plano para que cada um possa executar os princípios fundamentais da startup enxuta em qualquer projeto.

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