



# **Summary: The Lean Startup - Eric Ries: The Importance of Continuous Innovation to Create Successful Businesses**

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**Complete summary of Eric Reis' book: "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses"**

This summary of the ideas in Eric Reis' book "The Lean Startup" shows that most startups tend to burn through their resources and then disappear because they never get around to seeing what their potential customers think of what they're developing. With this accessible summary, you will learn how to do just that in a fast and effective way, using the Build-Measure-Learn loop. In the end, you will be able to offer your customers a fully featured product, which they will love.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "The Lean Startup" and discover how to focus efficiently on what your customer really want.**

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