



The Agile Startup: Quick and Dirty Lessons Every Entrepreneur Should Know

Jeff Scheinrock, Matt Richter-Sand

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An inspiring and impactful compilation of the most important lessons of entrepreneurship

The tools of a digital age make it easier than ever to start a new business. And with billion-dollar IPOs and acquisitions making weekly headlines, the potential rewards are enormous. But even with all of the advantages and resources that today's entrepreneurs have access to, the likelihood of any one business succeeding is slim. That's why you need the simple, clear lessons found in *The Agile Startup*.

Engaging and informative, *The Agile Startup* doesn't offer step-by-step instructions on how to build a better mousetrap. Instead, it shows you how to build companies that continually adapt to the "real" world. Along the way, you'll discover you're not alone in your entrepreneurial endeavors, and that almost every challenge a startup can face has already been faced, and overcome, by someone in the past.

- Contains lessons culled from decades of creating successful companies, which includes possessing a flexible mindset
- Provides valuable insights, based on a market-driven philosophy, regarding launching and managing products, businesses, and brands
- Written by two authors who have a combined sixty-plus years of startup experience and understand the reasons behind their successes and failures
- A companion Website contains supplementary material that allows you to learn in a hands-on fashion long after closing the book

The journey of a startup is daunting. Think about everything that has to be overcome and you'll quickly see that the odds are stacked heavily against you. But with *The Agile Startup* as your guide, you'll learn exactly what it takes to succeed in your entrepreneurial endeavors.

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