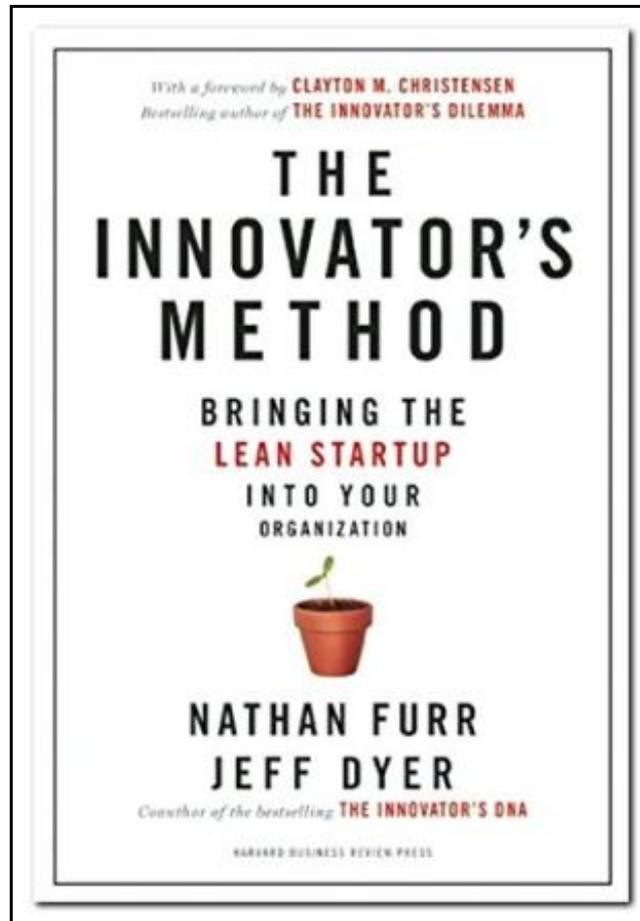# The Innovator's Method: Bringing the Lean Startup into Your Organization

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Reviews

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(Mrs. Piper Jacobi)

THE INNOVATOR'S METHOD: BRINGING THE LEAN STARTUP INTO YOUR ORGANIZATION

Harvard Business Review Press. Hardback. Book Condition: new. BRAND NEW, The Innovator's Method: Bringing the Lean Startup into Your Organization, Nathan Furr, Jeff Dyer, Clayton M. Christensen, Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky? Or at work, have you had what you thought could be a big idea for your company--perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your employees? If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method--a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date these tools have helped entrepreneurs, designers, and software developers manage uncertainty--through cheap and rapid experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these powerful tools within their organizations, as they often run counter to traditional managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem. Following the breakout success of The Innovator's DNA--which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas--this book shows how to make those ideas actually happen, to commercialize them for success. Based on their research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market. They show when and how to apply the tools of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself, including: How...

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