

The book was found

The Startup Way: How Modern Companies Use Entrepreneurial Management To Transform Culture And Drive Long-Term Growth



Synopsis

Entrepreneur and bestselling author of *The Lean Startup*, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In *The Lean Startup*, Eric Ries laid out the practices of successful startups — building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In *The Startup Way*, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, *The Startup Way* is an essential road map for any organization navigating the uncertain waters of the century ahead.

Book Information

Print Length: 400 pages

Publisher: Currency (October 17, 2017)

Publication Date: October 17, 2017

Sold by: Digital Services LLC

Language: English

ASIN: B01MYG4MNA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #21,357 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #9 in Kindle Store > Kindle eBooks > Business & Money > Technology > Innovation #9 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Entrepreneurship > Management #17 in Kindle Store > Kindle eBooks > Business & Money >

[Download to continue reading...](#)

The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth Who Will Care For Us? Long-Term Care and the Long-Term Workforce: Long-Term Care and the Long-Term Workforce Long-Term Dynamics of Lakes in the Landscape: Long-Term Ecological Research on North Temperate Lakes (Long-Term Ecological Research Network Series) How Innovation Really Works: Using the Trillion-Dollar R&D Fix to Drive Growth: Using the Trillion-Dollar R&D Fix to Drive Growth (Business Books) Who Will Care For Us? Long-Term Care and the Long-Term Workforce Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success Startup Communities: Building an Entrepreneurial Ecosystem in Your City Startup Rising: The Entrepreneurial Revolution Remaking the Middle East THE ENTREPRENEURIAL BIBLE TO VENTURE CAPITAL: Inside Secrets from the Leaders in the Startup Game (Business Books) Crowdfunding: How to Raise Money for Your Startup and Other Projects! (Crowdfunding, Funding, Raise, Business, Money, Startup, Guide, Capital) Startup Evolution Curve From Idea to Profitable and Scalable Business: Startup Marketing Manual Stocks for the Long Run 5/E: The Definitive Guide to Financial Market Returns & Long-Term Investment Strategies (Management & Leadership) What Living as a Resident Can Teach Long-Term Care Staff: The Power of Empathy to Transform Care Dating Deal Breakers That Drive Men Away: 12 Relationship Killers That Ruin Your Long-Term Potential with High-Quality Men Implementing Culture Change in Long-Term Care: Benchmarks and Strategies for Management and Practice Extreme Wilderness Survival: Essential Knowledge to Survive Any Outdoor Situation Short-Term or Long-Term, With or Without Gear and Alone or With Others Wilderness Survival Handbook: Primitive Skills for Short-Term Survival and Long-Term Comfort The Business of Flipping Homes: Short-Term Real Estate Investing for Long-Term Wealth Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials) The American Drive-In: History and Folklore of the Drive-in Restaurant in American Car Culture

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)