

Try Prime

Books

Shop by Department

Karen's Amazon.com Help

Today's Deals

Gift Cards

Sell

Hello, Karen Your Account

Try Prime

Wish List

0 Cart

Books

Advanced Search

New Releases

Best Sellers

The New York Times® Best Sellers

Children's Books

Textbooks

Textbook Rentals

Running Lean: Iterate from Plan A to a Plan That Works and thousands of other textbooks are available for instant download on your Kindle Fire tablet or on the free Kindle apps for iPad, Android tablets, PC or Mac.

Look inside

Flip to back

See all 3 images

Running Lean: Iterate from Plan A to a Plan That Works (Lean Series)

Hardcover – March 9, 2012

by Ash Maurya (Author)

626 customer reviews

See all 2 formats and editions

Kindle\$12.49

Rent from \$6.05

Hardcover\$16.25

32 Used from \$12.9462 New from \$13.16

Read with our free app

We live in an age of unparalleled opportunity for innovation. We're building more products than ever before, but most of them fail--not because we can't complete what we set out to build, but because we waste time, money, and effort building the wrong product. What we need is a systematic process for quickly vetting product ideas and raising our odds of success. That's the promise of *Running Lean*.

Read more

Best Books of 2014

See the Best Books of 2014

Looking for something great to read? Browse our editors' picks for 2014's Best Books of the Year in fiction, nonfiction, mysteries, children's books, and much more.

Share

Buy New\$16.25

Qty: 1

List Price: \$24.99

Save: \$8.74 (35%)

FREE Shipping on orders over \$35.

In Stock.

Ships from and sold by Amazon.com.

Gift-wrap available.

☐ Yes, I want FREE Two-Day Shipping with Amazon Prime

Add to Cart

Turn on 1-Click ordering for this browser

Want it tomorrow, April 29? Order within 6 hrs 44 mins and choose One-Day Shipping at checkout.

Details

Ship to:
Karen West

Buy Used\$12.94

Add to Wish List

Sell yours for a Gift Card

We'll buy it for \$4.07

Learn More

Trade in now

Have one to sell?

Sell on Amazon

Also available on Kindle

StartUP your Future: The curated journey for a con
Garcia, Ray
(3)
\$2.99

Ad feedback

Frequently Bought Together

LOOK INSIDE!

+

LOOK INSIDE!

+

LOOK INSIDE!

Price for all three: \$53.95

Add all three to Cart

Add all three to Wish List

Show availability and shipping details

☒ This item: Running Lean: Iterate from Plan A to a Plan That Works (Lean Series) by Ash Maurya Hardcover \$16.25

☒ The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful ... by Eric Ries Hardcover \$15.26

☒ Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers by Alexander Osterwalder Paperback \$22.44

1 of 7

04/28/2015 11:29 AM

Customers Who Bought This Item Also Bought

Page 1 of 13



Special Offers and Product Promotions

- Your cost could be **\$0.00 instead of \$16.25!** Get the **Amazon.com Store Card** card and you'll **automatically get \$40.00** off instantly as a gift card. [Learn more.](#)

Editorial Reviews

Amazon.com Review

Exclusive Interview with Ash Maurya, Author of *Running Lean***Q. Why is your book "Running Lean" especially important now?**

We live at a time where we have so much power at our fingertips, where we are building more products than ever before. But the odds of building successful products haven't gone up. We're simply building more stuff nobody wants. What we need is a systematic process for quickly vetting and building successful products. That is the promise of "Running Lean."

Q. What is the top reason startups fail?

Most startups fail, not because they fail to build the product they want to build, but they fail to find a market for their product before running out of resources.

Q. What reason do you attribute for this failure?

Entrepreneurs are typically most passionate about their solution and often spend a disproportionate amount of time perfecting their solution only to find they were optimizing something nobody wanted.

Q. What do founders need to start doing now in order to achieve success?

The first step is shifting their mindset. The "true product" of a startup is not the solution, but the business model. Once founders start thinking of the business model as "the product," they start prioritizing risks differently. The key to building a successful product is maximizing learning about what's riskiest per unit of time. Sometimes that's the underlying solution, but often times it's not.

Q. Describe the top tactical technique for systematically building a startup in today's economy?

A core part of the process is identifying what's riskiest and then doing the smallest thing possible to test that risk. From this principle you can derive specific tactics to fit your particular product. For instance, in the book I argue that you can initially test a lot of what's risky without building the product first using proxies like customer interviews, mockups, and videos.

Review

"Ash has put together a book I wish I'd read before pursuing my own startup. The level of detail, including case studies and practical applications, make this book a resource worthy of sitting on every aspiring entrepreneur's shelf."

-Rand Fishkin, CEO and Co-founder, SEOMoz; Coauthor, *The Art of SEO*

"Ash has laid out a clear compass for anyone to validate their ideas, solve real problems and create a successful business. I'd encourage this book to anyone trying to get a business off the ground."

- Noah Kagan, Chief Sumo of AppSumo.com

"Lean concepts are exciting but it's hard to know what to actually do. Ash not only gives advice but makes it practicable--this is the first comprehensive guidebook for how to execute a Lean Startup."

- Jason Cohen, founder of WP Engine & Smart Bear.

"Ash provides compelling, actionable guidance for applying lean principles to a startup. His startup canvas changed the way I think about my own startup. This book is a valuable guide whether you are a serial entrepreneur or a first time founder."

Product Details

Series: Lean Series

Hardcover: 240 pages



Shop the New Digital Design Bookstore

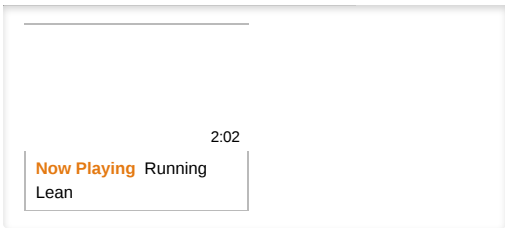
Check out the [Digital Design](#)

Publisher: O'Reilly Media; 2 edition (March 9, 2012)
Language: English
ISBN-10: 1449305172
ISBN-13: 978-1449305178
Product Dimensions: 6 x 0.7 x 9 inches
Shipping Weight: 1.1 pounds ([View shipping rates and policies](#))
Average Customer Review: (626 customer reviews)
Amazon Best Sellers Rank: #6,134 in Books ([See Top 100 in Books](#))
#24 in [Books](#) > [Business & Money](#) > [Small Business & Entrepreneurship](#) > [New Business Enterprises](#)
#97 in [Books](#) > [Business & Money](#) > [Small Business & Entrepreneurship](#) > [Entrepreneurship](#)

[Bookstore](#), a new hub for photographers art directors, illustrators, web developers and other creative individuals to find highly rated and highly relevant career resources. Shop books on [web development](#) and [graphic design](#), or check out blog posts by authors and thought-leaders in the design industry. [Shop now](#)

Would you like to [update product info](#), [give feedback on images](#), or [tell us about a lower price](#)?

Related Media



Feedback

- ▶ If you have a question or problem, visit our [Help pages](#).
- ▶ If you are a seller for this product and want to change product data, click [here](#) (you may have to sign in with your seller id).

Customer Reviews

(626)
4.8 out of 5 stars

5 star

4 star

3 star

2 star

1 star

Share your thoughts with other customers

Write a customer review

[See all 626 customer reviews](#)

Most Helpful Customer Reviews

58 of 60 people found the following review helpful
An engaging guide for startups, and any product development effort
By [J Mello](#) on March 1, 2012
Format: Kindle Edition
This book is a concise guide that helps you take immediate action in using lean startup and

[Ad feedback](#)

Most Recent Customer Reviews

Great book, didn't waste my money.
Great book for start ups. It's a must have.

customer development principles. More simply, as the subtitle states, it shows you how to "Iterate from Plan A to a Plan That Works". The book opens with a brief chapter on the principles behind Lean Startup and Customer Development. For each chapter after that, Ash describes what you will learn, shows you clearly what you need to do, and what decisions you need to make.

The book's chapters are:

Introduction

1. Meta-Principles
2. Running Lean Illustrated
3. Create Your Lean Canvas
4. Prioritize Where to Start
5. Get Ready to Experiment
6. Get Ready to Interview Customers
7. The Problem Interview
8. The Solution Interview
9. Get to Release 1.0
10. Get Ready to Measure
11. The MVP Interview
12. Validate Customer Life Cycle
13. Don't Be a Feature Pusher
14. Measure Product/Market Fit
15. Conclusion

Appendix - Bonus Material - comments and insights on topics including: building a slow burn startup, thoughts on premature funding, achieving flow, pricing models, teaser and landing pages, sales letters, continuous deployment, conversion dashboards

Throughout the book, Ash shows when and how to use methods for activities like: business model planning, interviewing customers, setting up tests for hypotheses, pricing, determining your Minimum Viable Product (MVP), forming hypotheses and conducting tests.

The book isn't just theory. Ash moves beyond the discussion and rationale for using Lean Startup methods which Eric Ries covers in his book ... [Read more >](#)

[Comment](#) Was this review helpful to you?

43 of 44 people found the following review helpful

Why I love this book

By [Emiliano V.](#) on March 2, 2012

Format: Hardcover

I've read several books in this field, The Lean Startup, Making Ideas Happen, The Art of Start, and Running Lean is always the first book I recommend to any entrepreneur. It's that great of a book.

What makes this book stand out is that there's great intellectual depth behind the concepts and ideas Ash presents but written in a clear, practical manner that makes it easy to follow. If you're debating between Running Lean or The Lean Startup by Eric Ries, definitely start with Ash's first. Here's an example why - Eric advocates doing customer discovery, i.e. talking with customers, and discusses the benefits of doing so. Ash does that and goes further by giving you the actual tactics on how to do so. Where to find those potential customers, how to reach out to them, and even a template of the questions to ask them. That's the beauty of his book, it goes beyond the "why" and gives you the specific hows to execute.

The other big benefit of this book is the structure of the content as it's a linear storyline. There's a quick overview, and then Ash starts going from an idea to validating it incrementally into a successful, product that's structured for growth. So you only need to read up to the point your venture is at. That itself follows the idea within the book of "Right Action, Right Time" which puts more of your time taking your venture to the next stage.

This is a 5 star book and worth every penny.

[Comment](#) Was this review helpful to you?

18 of 18 people found the following review helpful

Practical advice that will elevate your lean startup game

By [Steve Odom](#) on March 1, 2012

Format: Kindle Edition [Verified Purchase](#)

Published 4 days ago by Ona

Make Lean Principles a Reality!

"Running Lean makes lean principles a practical reality for entrepreneurs ready, filled with actionable advice and concrete examples it is an excellent resource for everyone... [Read more](#)

Published 4 days ago by Mike Moyer

Highly Practical and Helpful. It's

Great Tool

The book is very practical, it's a great read. I now want to read it again as I apply the principles on the product I'm building. I'm very optimistic about this

Published 8 days ago by Samuel Waitthaka

Five Stars

Great help

Published 21 days ago by chechey

Great Manual on How to Start Up

This is a manual on how to launch an Internet based company.

It clearly conveys the steps of from how to identify an opportunity to successfully launch it.

Published 25 days ago by Enrique Maroto

I have read/studied all the great books out there pertaining to...

I'm in the beginning stages of my first startup. I have read/studied all the great books out there pertaining to building a startup. [Read more](#)

Published 1 month ago by Jimvick

Five Stars

Great introduction to lean startup! Lots of good examples.

Published 1 month ago by Jussi Pihlainen

Maximize your chances of success!

If you have a startup idea and you want to improve your chances of success, you rather take the 'Lean' approach to startups. [Read more](#)

Published 2 months ago by Rodo Novarini

Five Stars

Very hands on recommendations!

Published 2 months ago by Carlos Augusto Lau

For every entrepreneur and intrapreneur!

It's impressive how Ash Maurya has taken the Lean Startup method from theory to practice. The book gives great examples based on strong case studies, practical tools and easy to... [Read more](#)

Published 2 months ago by Caspar M Lund

Search Customer Reviews

☒ Search these reviews only

This is one of the essential books for lean startup practitioners. It isn't theory. You can tell these are real lessons from Ash's own experience running lean startups. This book is very prescriptive; telling you specific things to accomplish. The one thing I found really valuable was the focus on how to map out your startup using the one page "lean canvas". After reading this book, I really got it and elevated my lean startup game.

[Comment](#)

Was this review helpful to you?

19 of 22 people found the following review helpful

Great practical advice for startups, step by step customer developmentBy [Amazon Customer](#) on March 1, 2012

Format: Kindle Edition

Running Lean is the best book out there for entrepreneurs that want to launch their startups using customer development and lean startup. Clear, to the point and practical, it is full of gold and no BS. The structure of the book and its real life examples make it really easy to implement in no time. If you want to DO this is your book, and you will also learn something along the way, a lot more than with other books that talk a lot of theory and are more oriented to the corporate boardroom.

I really enjoyed reading it and using it to build a new project.

[Comment](#)

Was this review helpful to you?

17 of 20 people found the following review helpful

Practical but lumpyBy [Michael](#) on March 14, 2012

Format: Hardcover

I figure that if I get more than one usable idea out of a 'how to' book then I am doing well. I got three from this book - a rare achievement in a market full of formula driven thrash.

The first message is clear - long winded business plans that pretend to predict the future have no place in a lean start up and, as someone who's done a lean start up, I agree. The other message? Focus on the customer.

None of that is new, but what I did find new was an approach to business planning and metric monitoring that gets all the important stuff onto one page. While written for software startups, the book has lots of value for anyone trying to get a new business up and running (I'm starting a non-software company and the book has been a godsend).

I would have given this book five stars but it is lumpy. Some points are labored, the obvious is stated a few times too many, and it is a bit heavy on the acronyms..

But these are minor flaws in a book that is perhaps most marked by the obvious excitement of the author for his topic. As for the three things I learnt? Two have been mentioned (the one page plan and metrics - truly great) and the third was some sensible stuff strategies to follow as you get your product to a market fit.

If you are planning a software start up then buy this book - my guess is that you will learn something (if not you can feel comfortable in your pre-existing well rounded knowledge). If you are planning a start-up in another field then this is still worth a read. As I indicated above, I'm starting a new business (a small group tour company) and while much of the book wasn't relevant to the specifics of that business, there was enough there to justify the cover price and time taken to read it.

[3 Comments](#)

Was this review helpful to you?

[See all 626 customer reviews \(newest first\)](#)[Write a customer review](#)

Set up an Amazon Giveaway

Amazon Giveaway allows you to run promotional giveaways in order to create buzz, reward your audience, and attract new followers and customers. [Learn more](#)



This item: Running Lean: Iterate from Plan A to a Plan That Works (Lean Series)
Price: ~~\$24.99~~ **\$16.25**
Ships from and sold by Amazon.com

Set up a giveaway

Customers viewing this page may be interested in these sponsored links [\(What's this?\)](#)

- Planning a Marathon?** - Shape an Experience for Your Racers With the Leading Race Mngt Software www.activeendurance.com/Marathon

See a problem with these advertisements? [Let us know](#)

What Other Items Do Customers Buy After Viewing This Item?



The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful ... by Eric Ries Hardcover
(784)
\$15.26



Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers by Alexander Osterwalder Paperback
(522)
\$22.44



Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel Hardcover
(854)
\$16.20



The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company by Steve Blank Hardcover
(201)
\$28.49

[Explore similar items](#)

Your Recently Viewed Items and Featured Recommendations



Get to Know Us Careers Investor Relations Press Releases Amazon and Our Planet Amazon in the Community Amazon Devices	Make Money with Us Sell on Amazon Sell Your Services on Amazon Sell Your Apps on Amazon Become an Affiliate Advertise Your Products Self-Publish with Us	Amazon Payment Products Amazon.com Rewards Visa Card Amazon.com Store Card Amazon.com Corporate Credit Line Shop with Points Credit Card Marketplace Amazon Currency Converter	Let Us Help You Your Account Shipping Rates & Policies Amazon Prime Returns & Replacements Manage Your Content and Device Help
--	---	---	---

[Become an Amazon Vendor](#)
[See all](#)

amazon.com

AustraliaBrazilCanadaChinaFranceGermanyIndiaItalyJapanMexicoNetherlandsSpainUnited Kingdom

6pm Score deals on fashion brands	AbeBooks Rare Books & Textbooks	ACX Audiobook Publishing Made Easy	AfterSchool.com Kids' Sports, Outdoor & Dance Gear	Alexa Actionable Analytics for the Web	Amazon Business Everything For Your Business	AmazonFresh Groceries & More Right To Your Door
Amazon Local Great Local Deals in Your City	Amazon Home Services Handpicked Pros Happiness Guarantee	Amazon Web Services Scalable Cloud Computing Services	Audible Download Audio Books	BeautyBar.com Prestige Beauty Delivered	Book Depository Books With Free Delivery Worldwide	Casa.com Kitchen, Storage & Everything Home
ComiXology Thousands of Digital Comics	CreateSpace Indie Print Publishing Made Easy	Diapers.com Everything But The Baby	DPReview Digital Photography	East Dane Designer Men's Fashion	Fabric Sewing, Quilting & Knitting	Goodreads Book reviews & recommendation
IMDb Movies, TV & Celebrities	Junglee.com Shop Online in India	Kindle Direct Publishing Indie Digital Publishing Made Easy	Look.com Kids' Clothing & Shoes	MYHABIT Private Fashion Designer Sales	Shopbop Designer Fashion Brands	Soap.com Health, Beauty & Home Essentials
TenMarks.com Math Activities for Kids & Schools	VineMarket.com Everything to Live Life Green	Wag.com Everything For Your Pet	Warehouse Deals Open-Box Discounts	Woot! Discounts and Shenanigans	Yoyo.com A Happy Place To Shop For Toys	Zappos Shoes & Clothing

[Conditions of Use](#) [Privacy Notice](#) [Interest-Based Ads](#) © 1996-2015, Amazon.com, Inc. or its affiliates