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About the Author Eric Ries. Eric Ries is an entrepreneur and author of the New York Times bestseller The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business, published by Crown Business.. He serves on the advisory board of a number of technology startups, and has consulted to new and established companies as well as venture capital firms.

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The Lean Startup The Movement That Is Transforming How

About the Author Eric Ries. Eric is the author of the popular blog Startup Lessons Learned and the creator of the Lean Startup methodology. He co-founded and served as CTO of IMVU, his third startup, which has today has over 40 million users and 2009 revenue over \$22 million.

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Steve Blank About Steve

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Steve Blank Wikipedia

Steve Blank (born 1953) is a Silicon Valley entrepreneur based in Pescadero, California.. Blank is recognized for developing the Customer Development method that launched the Lean Startup movement, a methodology which recognized that startups are not smaller versions of large companies, but require their own set of processes and tools to be successful.

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Michael Ball 's Gemba Coach Column lean org Lean

Michael Ball 's Gemba Coach Column Michael Ball PhD, is a business writer and executive coach, who has studied and guided lean transformations for 20 years.

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Why the Lean Start Up Changes Everything

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