



Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days

By Jake Knapp, John Zeratsky, Braden Kowitz

Transworld Publishers Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 233 x 156 mm. Language: English . Brand New Book. Entrepreneurs and leaders face big questions every day: What is the most important place to focus your effort, and how do you start? What will your idea look like in real life? How many meetings and discussions does it take before you can be sure you have the right solution? Now there is a surefire way to answer these important questions: the sprint. Designer Jake Knapp created the five-day process at Google, where sprints were used on everything from Google Search to Google X. He joined Braden Kowitz and John Zeratsky at Google Ventures, and together they have completed more than one hundred sprints with companies in mobile, e-commerce, healthcare, finance, and more. A practical guide to answering critical business questions, Sprint is a book for teams of any size, from small startups to Fortune 100s, from teachers to nonprofits. It is for anyone with a big opportunity, problem, or idea who needs to get answers today.



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