Scaling Lean: Mastering the Key Metrics for Startup Growth

By Ash Maurya

Penguin Books Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 204 x 203 mm. Language: English . Brand New Book. A battle-tested approach to building companies that matter - Eric Ries, author of The Lean Startup Is your big idea worth pursuing? What if you could test your business model earlier in the process - before you ve expended valuable time and resources? You ve talked to customers. You ve identified problems that need solving, and maybe even built a minimum viable product. But now there s a second bridge to cross. How do you tell whether your idea represents a viable business? Do you really have to go through the whole cycle of development, failure, iteration, tweak, repeat? Scaling Lean offers an invaluable blueprint for modelling startup success. You ll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong. Ash Maurya, a serial entrepreneur and author of the startup cult classic Running Lean, pairs real-world examples of startups like Airbnb and Hubspot with techniques from the manufacturing world in this tacti-cal handbook...

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