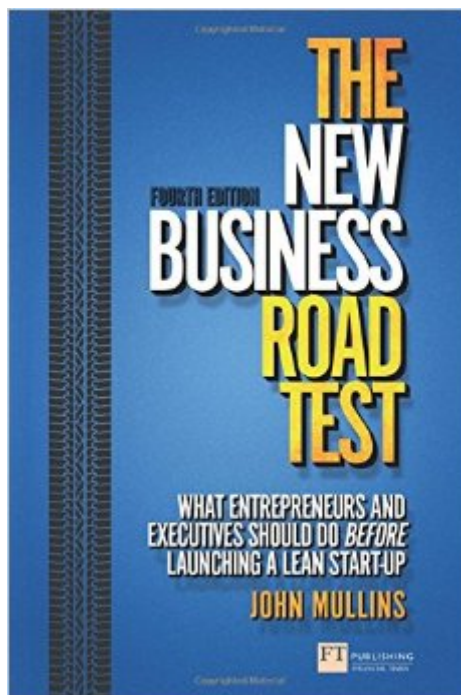


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# The New Business Road Test: What Entrepreneurs And Executives Should Do Before Launching A Lean Start-up (4th Edition) (Financial Times Series)



## Synopsis

ROAD TEST YOUR IDEA BEFORE YOU WRITE YOUR LEAN START-UP <sup>Â</sup> Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry?<sup>Â</sup> Are you the right person<sup>Â</sup> to pursue it? <sup>Â</sup> No matter how talented you are or how much capital you have, if you<sup>Â</sup> <sup>TM</sup>re pursuing a fundamentally flawed opportunity then you<sup>Â</sup> <sup>TM</sup>re heading for failure. <sup>Â</sup> So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. <sup>Â</sup> With an accompanying app, available on iTunes and Android, that will enable readers to easily capture their road test data - notes, interviews, photos or videos - while they are on the go. <sup>Â</sup> [www.newbusinessroadtest.com](http://www.newbusinessroadtest.com)

## Book Information

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## Customer Reviews

Great book. Seriously considered pivoting my opportunity a few times during the read. Great book with lots of great to-the-point examples.

This book was filled with lots of sound and practical examples that can be readily applied to a lean startup. Highly recommend getting it before time and money are wasted and never to be recovered.

This is the first time I encountered the framework. I am using it now to check feasibility of the business ideas I have :)Thanks for sharing!

Used this in a graduate level engineering management course in Fall 2015. Good book, interesting topics. Goes well with the Ries, Blank, G. Moore, and Osterwalder content.

Required for class, I did not feel it offered any special advice that is worthy of its own book. You may enjoy it if you are more of the business book type, but it's rather mundane and supercilious. It was not my style.

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