LEAN ANALYTICS: USE DATA TO BUILD A BETTER STARTUP FASTER

Marc Andreesen once said that "markets that don't exist don't care how smart you are." Whether you're a startup founder trying to disrupt an industry, or an intrapreneur trying to provoke change from within, your biggest risk is building something nobody wants.Lean Analytics can help. By measuring and analyzing as you grow, you can validate whether a problem is real, find the right customers, and decide what to build, how to...
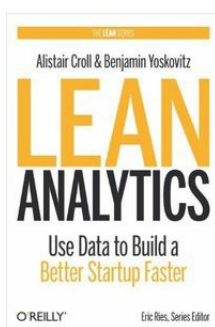
Lean Analytics: Use Data to Build a Better Startup Faster

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Peek Inside the Book

If youre going to survive as a founder, you have to find the intersection of demand (for your product), ability (for you to make it), and desire (for you to care about it). Alistair Croll, Lean Analytics: Use Data...

Recall Sergio Zymans definition of marketing (more stuff to more people for Alistair Croll, Lean Analytics: Use Data to Build a Better Startup Faster (Lean //

Reader's Opinions

It depends where you're coming from. If you're already in the startup scene and you've scoured the web for everything "lean startup" then you most likely know 80% of what's in this book. It's still worth a read because it does a good job at bundling up...

I don't think I will be ever done reading this book. It is one of those books that you will be constantly