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The Lean Enterprise: How Corporations Can Innovate Like Startups

Trevor Owens, Obie Fernandez

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The first and most comprehensive book on bringing the startup mindset into large organizations. Forget vague notions of creating an "innovative culture". This book reveals the methodologies, tools, and incentive structures guiding the world's largest organizations to reclaim their innovation prowess.

Even in a tough economic climate, small startups have found ways to create innovative products in shockingly short timeframes. So why should larger, more established companies take notice? Because they have everything to gain when they examine and adopt the process, strategies, and mentality of high-growth startups. The guidelines in this book will help companies shake the lethargy, bureaucracy, and power struggles that plague large organizations.

At the heart of this comprehensive resource is a practical approach to innovation based on specific timetables, compensation structures, and financial investments. Respected thought leaders in lean startup methodologies, the authors cover successful enterprise development, development innovation labs, corporate venture arms, and acquisition and integration of startups.

- Essential listening for product managers, directors, senior executives, and even board members of Fortune 2000 companies
- Presents the tools and methodologies large businesses need to compete with a new generation of highly empowered startups
- Covers startup culture while identifying the forces that are stunting growth in large enterprises
- Offers a comprehensive, practical approach for developing exciting products and opening vast new markets

Don't be mystified by the success of startups. Master the methods of this new generation and compete on a level playing field.

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