

Descargar Libro En Línea PDF Epub Mobi Español El Método Lean Startup - Eric Ries



Descargar libro en línea PDF epub mobi Español El método Lean Startup Eric Ries , El método Lean Startup supone un nuevo enfoque que se está adoptando en todo el mundo para cambiar la forma en que las empresas crean y lanzan sus productos.

Eric Ries define una startup como una organización dedicada a crear algo bajo condiciones de incertidumbre extrema. Esto se cumple tanto para aquellas personas que trabajan en el garaje de su casa como para un grupo de profesionales experimentados de una de las empresas que aparecen en el ranking de la revista Fortune. Lo que todos ellos tienen en común es la misión de traspasar la incertidumbre para encontrar el camino hacia un negocio sostenible.

El enfoque que el autor nos muestra en El método Lean Startup hace que las empresas sean más eficientes en el uso del capital y que apoyen de manera más efectiva la creatividad humana. Se trata de poner en marcha diversas prácticas que acortan el ciclo de desarrollo del producto, miden el progreso real sin recurrir a los indicadores vanidosos y ayudan a entender qué es lo que realmente quieren los consumidores.

Además, este método permite a la empresa cambiar de dirección con agilidad y alterari los planes minuto a minuto.

En lugar de despilfarrar tiempo diseñando elaborados planes de negocio, *el método Lean Startup* ofrece a los emprendedores de empresas grandes y pequeñas la mejor manera para poner a prueba de forma continua su visión, para adaptarla y ajustarla antes de que sea demasiado tarde.

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