

the startup way pdf

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The Startup Way by Eric Ries - Penguin Random House

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The â€œStartup Wayâ€• is a management system based on five principles: Continuous innovation that repeatedly finds new breakthroughs. The startup as an atomic unit of work. Entrepreneurship as the missing function in the organization. Unleashing entrepreneurship as a kind of second founding. Continuous transformation that rewrites the companyâ€™s DNA.

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