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Iterate From Plan A To A Plan  
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# **Running Lean Iterate From Plan A To A Plan That Works Lean Oreilly**

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Running Lean is an ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who's interested in starting a business project. Find a problem worth solving, then define a solution Engage your customers throughout the development cycle Continually test your product with smaller, faster iterations

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Running Lean is an ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who's

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interested in starting a business project. Find a problem worth solving, then define a solution Engage your customers throughout the development cycle Continually test your product with smaller, faster iterations

## **Book Summary - Running lean: Iterate from Plan A to a Plan ...**

We live in an age of unparalleled opportunity for innovation. We're building more products than ever before, but most of them fail—not because we can't complete what we set out to build, but because we waste time, money, and effort building the wrong product. What we need is a systematic process for quickly vetting product ideas and raising our odds of success.

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