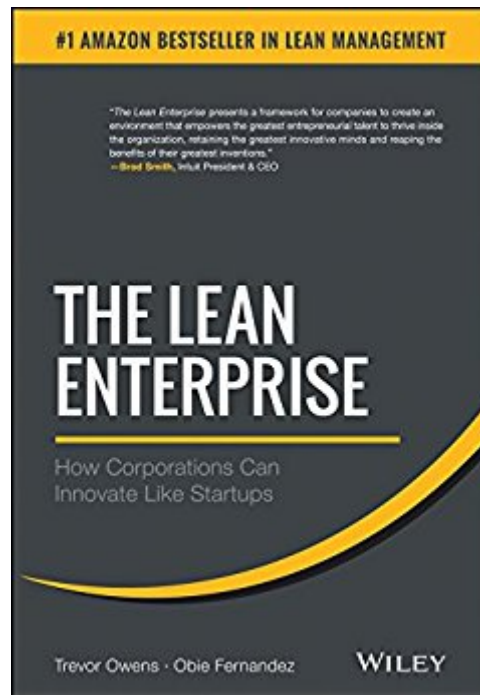


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# The Lean Enterprise: How Corporations Can Innovate Like Startups



## Synopsis

#1 Best Seller in Lean Management 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 reading 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.

## Book Information

File Size: 521 KB

Print Length: 253 pages

Publisher: Wiley; 1 edition (March 13, 2014)

Publication Date: March 13, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00J0VZS16

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #407,720 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #73

inÂ Books > Business & Money > Management & Leadership > Quality Control & Management > Lean #145 inÂ Kindle Store > Kindle eBooks > Business & Money > Technology > Innovation #299 inÂ Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Entrepreneurship > Startups

## Customer Reviews

The Lean Enterprise answers the question, "How can I drive corporate innovation by instilling the lean startup ethos in my organization?" The book answers this question incredibly well by advising executives to set up an innovation colony with the following conditions: 1. physical, financial, & organizational autonomy 2. equity incentives for employees as a trade-off for lower base compensation and the high risk of job loss 3. Access to a large pool of potential projects

At first, I really struggled with the authors' premise on two levels. First, I did not feel that companies would agree to the autonomy conditions. Second, I did not feel that many "regular" employees would agree to the high-risk, high-reward trade-off. However, it eventually dawned on me that the book is geared toward companies that do not want to lose the tiny but extremely valuable set of employees who would otherwise leave to start their own companies. If that keeps you up at night, this book is for you.

I appreciated the case studies sprinkled throughout the book. As far as I could tell, none of the companies individually featured applied ALL of the authors' lessons. However, collectively they did and I think it is reasonable that the authors put a stake in the ground for what the ideal innovation colony looks like.

Beyond that, you get a good survey of:

- a. lean startup principles: disruptive ideas, small cross-functional teams, customer development, minimum viable product, rapid experimentation, pivot or persevere decision making based premeditated success criteria, etc.
- b. entrepreneurial financing and venture-capital accounting
- c. innovation accounting (i.e.

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