

The Startup Way How Modern Companies Use Entrepreneurial Management To Transform Culture And Drive Long Term Growth

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[The Startup Way: How Modern Companies Use Entrepreneurial ...](#)

By Eric Ries. How Modern Companies Use Entrepreneurial Management to Transform Culture & Drive Long-Term Growth. "In this sequel to The Lean Startup, Eric Ries turns the tables, showing bureaucratic Fortune 500 companies how they can rekindle their own growth with startup-like tactics." Fortune Magazine. Favorite Business Books of the Year. "Eric Ries provides a road map for companies on how to use entrepreneurial principles to achieve transformational growth."

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Ries chooses to overlook this and present The Startup Way as his own unified enterprise management methodology that incorporates Lean Startup with the intention of expanding his thought footprint into organizational change management.

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Description. Entrepreneur and bestselling author of *The Lean Startup*, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century.

Recorded Books - The Startup Way

A modern company must give every employee the opportunity to be an entrepreneur, recognizing entrepreneurship as a core discipline. The lessons of the lean startup movement of Silicon Valley are the basis of *The Startup Way*, a series of tools and techniques that will unleash this entrepreneurial approach in any organization.

The Startup Way — You Exec

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Modern companies of all sizes and kinds need to work in an innovative way to thrive and grow in a business world that is more uncertain than ever. They can do this by using entrepreneurial...

Q&A on the Book The Startup Way - InfoQ

Eric Ries (born September 22, 1978) is an American entrepreneur, blogger, and author of *The Lean Startup*, a book on the lean startup movement. He is also the author of *The Startup Way*, a book on modern entrepreneurial management.

Eric Ries - Wikipedia

Modern world is dominated by innovative ideas and new technology, but innovation alone cannot facilitate success. Innovators need a great start to further their ideas and explore newer and better...

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