



The Startup Way

By Ries, Eric

Condition: New. Publisher/Verlag: Penguin UK | How Entrepreneurial Management Transforms Culture and Drives Growth | The follow-up to bestselling business bible THE LEAN START UP -taking the startup revolution to all organisations. Ries has been working with giant firms like General Electric and Toyota to help them to spur growth and produce products and services that customers want. In THE STARTUP WAY he shares his insights, stories and practices, delivering a critical toolkit to solve all business challenges. | Format: Paperback | Language/Sprache: english | 521 gr | 233x166x29 mm | 222 pp.



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