



## The Entrepreneur: A Lean Startup Culture for Smart Entrepreneurs to Build a Sustainable Business (Paperback)

By MR Nkem Mpamah

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. Large Print. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.All over the world, entrepreneurs are adding value to lives and transforming economies. But many who started this journey soon discovered that the path to success is so narrow that about 80 of all start-ups veer off the curve every year. The sad reality is that start-ups fail not because founders do not build exactly what they want; but because they waste too much time and money planning and building something that nobody wants to buy. When it comes to starting a business, everyone seems to follow a traditional pattern: 1 Find an idea, 2 Write a business plan, 3 Pitch to investors, 4 Build what you want, and 5 Sell to the market. For many years, entrepreneurs and product developers have followed this outdated pattern to build what they thought customers liked, only to realize after trying too hard to sell without success that nobody actually wanted what they built. Now, The Entrepreneur - A Lean Startup book for the Smart Entrepreneur to Build a Sustainable Business has been written to show you...



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