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The Startup Way: How modern companies use entrepreneurial management to transform culture and drive long-term growth. Written by Eric Johansson on Thursday, 19 October 2017. Posted in Reviews. Eric Ries follows up the smash hit that was The Lean Startup with a new book dedicated to keeping the entrepreneurial spark alive. Tweet.

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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

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