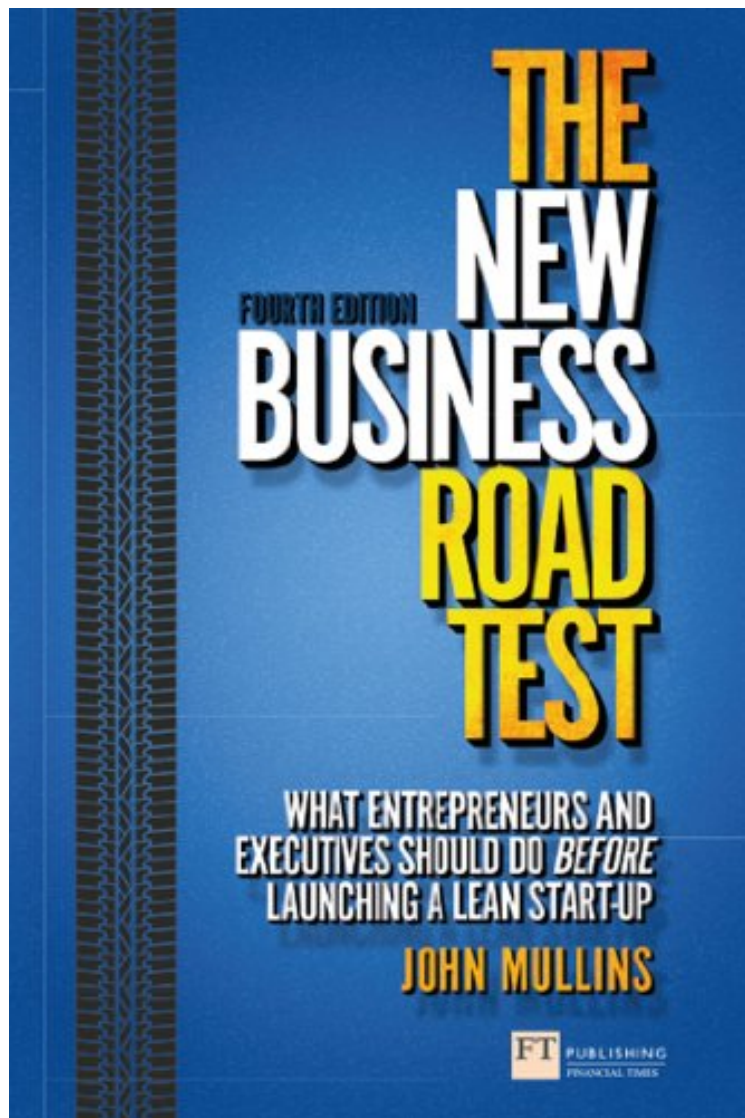


[Ebook pdf] The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up (Financial Times Series)

The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up (Financial Times Series)

John Mullins

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"...shows how to road test ideas and opportunities before writing a business plan and improve the chances of winning both customers and capital" Business Monthly, July 03. "...does provide a reality check for anyone poised to jump into a new venture without thinking. Readers will enjoy discovering the nuggets of wisdom embedded in the case studies." Financial Times, July 03. "The New Business Road Test" is a great read: thought-provoking, and not 'business-lite' like so much entrepreneurial advice. It's also digestible for a manager in the thick of things, something many books overlook. The questions John Mullins asks are relevant to new ventures and existing businesses looking to move forward, and this book will help you do just that. "Max Aitken Chief Executive, Ratio One "From the Back Cover: Mullins has hit the nail on the head. I wish this book had been given to every entrepreneur who appeared before me on Dragons' Den. Doug Richard, founder of School for Startups **ROAD TEST YOUR IDEA BEFORE YOU LAUNCH YOUR LEAN START-UP** Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. With an accompanying app, available on iTunes and Android. www.newbusinessroadtest.com About the Author John Mullins, a veteran of three entrepreneurial ventures and a professor at London Business School, teaches and studies entrepreneurship and the management and financing of rapidly growing businesses. He holds an MBA from the Stanford Graduate School of Business and a PhD in marketing from the University of Minnesota. He is co-author of three other books including the widely acclaimed *Getting to Plan B: Breaking Through to a Better Business Model*.