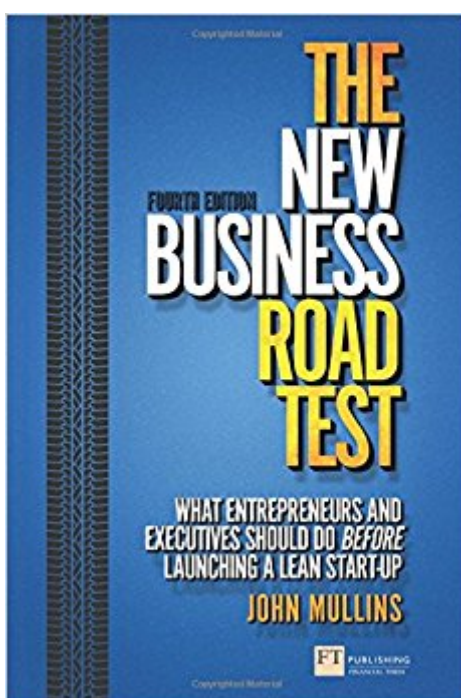


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# The New Business Road Test: What Entrepreneurs And Executives Should Do Before Launching A Lean Start-up (4th Edition) (Financial Times Series)



## Synopsis

ROAD TEST YOUR IDEA BEFORE YOU WRITE YOUR LEAN START-UP **Â** Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry?**Â** Are you the right person**Â** to pursue it? **Â** No matter how talented you are or how much capital you have, if you**â** <sup>TM</sup>re pursuing a fundamentally flawed opportunity then you**â** <sup>TM</sup>re heading for failure. **Â** 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. **Â** With an accompanying app, available on iTunes and Android, that will enable readers to easily capture their road test data - notes, interviews, photos or videos - while they are on the go. **Â** [www.newbusinessroadtest.com](http://www.newbusinessroadtest.com)

## Book Information

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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", .."shows

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^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](http://www.newbusinessroadtest.com)

Do not start a venture without reading this book and putting to work the road test it proposes. It is hard to do it for the first time and it may be disappointing to find out that an apparently good idea is a loser, but it is a great way to avoid wasting more precious time and money on a failure. The seven domains of attractiveness is a powerful tool.

Used this in a graduate level engineering management course in Fall 2015. Good book, interesting topics. Goes well with the Ries, Blank, G. Moore, and Osterwalder content.

Great book. Seriously considered pivoting my opportunity a few times during the read. Great book with lots of great to-the-point examples.

This is the first time I encountered the framework. I am using it now to check feasibility of the business ideas I have :)Thanks for sharing!

Very readable; great practical advice BEFORE writing a Business Plan.

Very helpful and informative

good

Good read for anybody who has a "great idea"

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