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This book constitutes the refereed proceedings of the 19th International TRIZ Future Conference on

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Automated Invention for Smart Industries, held in Marrakesh, Morocco, in October 2019 and sponsored by IFIP WG 5.4. The 41 full papers presented were carefully reviewed and selected from 72 submissions. They are organized in seven thematic sections: TRIZ

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In The Lean Startup the successful serial entrepreneur Eric Ries throws traditional thinking out of the window, and presents his radically new methodology for building a successful business. Most startups, says Ries, fail - but they fail for preventable reasons.

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'Lean thinking' is the key to success, and represents the next paradigm shift in business management. Most people assume that the key to a lucrative business is expert management, a high-performance product and good customer service. But the real secret, Ries argues, is creating things that

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A practical guide to effective business model testing 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller Business Model Generation, this practical guide contains a library of

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