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[Nail It Then Scale It](#) is the first lean startup book to help entrepreneurs through the process of launching a high-growth company. The book includes not just high-level principles, but a distilled, step by step guide of key actions successful entrepreneurs take to reduce risk and increase success.

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It is a really nice book talking about how to nail the problem and business before you get lost in the whole process of startup world. Lazer focus, sharp execution and just nailing it. These are all tips that are heavily elaborated in this book.

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[Nail It Then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation Audible Audiobook – Unabridged Nathan Furr \(Author\), Paul Ahlstrom \(Author\), Mike Chamberlain \(Narrator\), 4.4 out of 5 stars 133 ratings See all formats and editions](#)

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[Nail It then Scale It \(2011\) is your guide to perfecting your business plan and expanding your company. These blinks outline the process of creating innovative products that solve problems, targeting and communicating with the right markets and refining your strategy before scaling your business. ... Nathan Furr is a professor and researcher of ...](#)

[Nail It then Scale It by Nathan Furr and Paul Ahlstrom](#)

[Nail it Then Scale is is a new absolute must read in my opinion. Any additional comments? One of the most beneficial things to me from reading this book were the compelling historical examples of the good and the bad of other small businesses that became household names and those that we never heard of because of early trip ups.That made it ...](#)

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[Nail It then Scale It by Nathan Furr and Paul Ahlstrom. ISBN: 0983723605 READ: Feb 4, 2014 ENJOYABLE: 8/10 INSIGHTFUL: 9/10 ACTIONABLE: 8/10. Critical Summary. The goal of any entrepreneur is to build something customers want, for a problem they're willing to pay for.](#)

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[Nathan Furr is a professor of innovation and strategy at INSEAD, and recognized expert in the fields. His best-selling book, “The Innovator’s Method” \(Harvard Business Review Press ...](#)

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[Nathan is also a recognised expert in innovation, entrepreneurship, and value creation, co-authoring Innovation Capital \(Harvard Business Review Press, 2019\), Leading Transformation, \(Harvard Business School Press, 2018\), The Innovator's Method \(Harvard Business School Press, 2014\) and Nail It then Scale It: The Entrepreneur’s Guide to Creating and Managing Breakthrough Innovation \(NISI Institute, 2011\).](#)

[Nathan Furr - Faculty Profile | INSEAD](#)

[Nathan Furr is a professor at INSEAD, where he leads the school’s technology strategy, digital transformation and innovation courses. He is also the founder or advisor to numerous corporations and startups in the health care, clean technology, professional services, internet, retail and financial services industries. ... —Rob Nail, CEO and ...](#)

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[Nathan Furr is the author of The Innovator’s Method \(4.13 avg rating, 543 ratings, 35 reviews, published 2014\), Nail It Then Scale It \(4.14 avg rating, 6...](#)

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[Nail It Then Scale It](#) is the first lean startup book to help entrepreneurs through the process of launching a high-growth company. The book includes not just high-level principles, but a distilled, step by step guide of key actions successful entrepreneurs take to reduce risk and increase success.

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[He is a recognised expert in innovation, entrepreneurship, and value creation, co-authoring The Innovator’s Method \(published by Harvard Business Review Press, 2014\), Nail It then Scale It: The Entrepreneur’s Guide to Creating and Managing Breakthrough Innovation , and multiple articles in Harvard Business Review and Sloan Management Review.](#)

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[Nathan Furr and Paul Ahlstrom, co-authors of the book ‘Nail It, Then Scale It’, said it best:](#)

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