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*Page 5/11*

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The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business, published by Crown Business. He serves on the advisory board of a number of technology startups, and has consulted to new and established companies as well as venture capital firms.

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Eric is the author of the popular blog Startup Lessons Learned

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and the creator of the Lean Startup methodology. He co-founded and served as CTO of IMVU, his third startup, which has today has over 40 million users and 2009 revenue over \$22 million.

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Innovation to Create Radically Successful Businesses is a book by Eric Ries describing his proposed lean startup strategy for startup companies.

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