

## **BOOK REVIEW OF: THE LEAN ENTREPRENEUR: HOW VISIONARIES CREATE PRODUCTS, INNOVATE WITH NEW VENTURES, AND DISRUPT MARKETS BY BRANT COOPER AND PATRICK VLASKOVITS**

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### **ABSTRACT**

This paper will have the review of the book about The Lean Entrepreneur: How Visionaries create products, innovate with new ventures, and disrupt markets written by Brant Cooper and Patrick Vlaskovits. The book review has shown specific ideas of the book's content, which had featured and presented what it meant to be a lean entrepreneur, and some case studies of marketing plans and strategies to have a lean business. The author wrote some particular ideas in marketing which are not complicated to perceive. The author made a great structure which starts from the simplest introduction towards presenting the book's main points.

**KEYWORDS:** Entrepreneur, Innovate

### **INTRODUCTION**

The book review will be on the Book the Lean Entrepreneur: How Visionaries create products, innovate with new ventures, and disrupt markets by Brant Cooper and Patrick Vlaskovits. The book talks about marketing principles in alignment to what entrepreneurs are all about. This book also emphasizes what the visionary should envision and what is the starting point is.

### **Interest of the Book**

The book primarily talks about the entrepreneurs as visionaries and how they work to adopt innovation. The first chapter hooks readers into discussing and presenting what visionaries are and what myths are there to describe visionaries. The first chapter also introduces what the lean entrepreneur is and would progress towards, a deeper understanding of vision and values, problems of entrepreneurs, and marketing principles which are helpful informative ideas for people. These people are learning the art of good business and are interested in studying how large corporations and organizations build their business as well as how they are maintaining its growth.

The readers' interest of this book would begin with the sub headings (sub heads) of the book. In this case, from the first chapter to the last, the author specified sub heads which are structured, specific, and easy to perceive. For example, some chapters of the book discusses how people can have lean businesses by talking to lean entrepreneurs. In addition, before one can forward to that chapter, the author would start first by having a discussion of what the lean entrepreneur is all about and what characteristics in business does a lean entrepreneur have to forward and succeed. This specifies on the different visions of lean entrepreneurs as well as how they have made their business.

Furthermore, the readers would also read the book due to its specific contents about marketing. This would involve the connotation “fish” which means the market. A specific part of the book talks about the etiology of the fish. This would tackle knowing the appropriate and right market for your business as well as knowing the proper segmentation in the market. It was emphasized in the book chapter title “All the fish in the sea” all there is to know about the giant market, which includes domestic and international market opportunities.

With this, readers would easily be familiarized of market segmentation because it is given clearly to them by the book using the substituted word for market, “fish”. Moreover, every chapter also corresponds with a case study which involves people as well as businesses that are involved and related to the chapter. The case studies are also given to make a further understanding of the point of the whole chapter. Readers would make congruent thoughts of their ideas as well as the ideas presented in the case study. Also, the case study would make it easy for the readers to identify what the book is trying to tell the audience. The cases are meant to open an idea towards readers that will introduce a thought of how a business approach should be.

### **Indication of Strong and Weak Areas of the Book**

From the book, it is concluded that the content of the book is quite superb and has been written and structured well. However, there are strong points as well as some which are really not considered weak, but are also not strong. As reviewed, the book’s strongest part is the introduction (Chapter 1). This visualizes what the chapter relies on the next and succeeding chapters. The chapter also introduces the myths of visionaries as well as the introduction to the lean entrepreneur. As it was well written and organized, readers, with the right interest, would find themselves hooked to the point that they would read another part of principles in an easy and understandable method of discussion, as well as other marketing books or chapters of the book.

Another strong point that the author has pointed out would be the 3<sup>rd</sup> chapter of the book which details marketing has technical methods which are written and built to be understood fully by professional marketing people. In this book, the writer intended to be friendly and have some interesting sub heads inside the chapter. This part of the book also tells how the market segmentation is important to entrepreneurs as well as how this can be analyzed properly.

In addition, the rest of the chapters and parts of the book are not considered as weak but aren’t strong as what has been mentioned earlier. Although this is the case, there are also points in other chapters that also builds interest towards readers. This would include customer interaction and communication. As entrepreneurs, communication is one of the many keys to gather customers. It is pointed out that simple communication and interaction would do the job and would finish the work for entrepreneurs. Another point to be considered would be how entrepreneurs start and build their business. This entails on how the entrepreneurs would begin to work on their visions.

Additionally, the book has some weak parts as well. One of the weak parts of the book is that it is not that specific about the main point of the case. On this note, there are some cases in the book that do not have any ideas or paragraphs that connect clearly to the topic of being a lean entrepreneur. In addition, there are also cases which remain unclear and do not really make sense at all.

Also, the book does not have key ideas on looking out for a started business. With this, the book does not show any fundamental approaches towards a business (e.g. proper handling and management of a business for early entrepreneurs).

## **CONCLUSIONS**

In conclusion, the book *Lean Entrepreneurs* has made significant ideas in the field of marketing and entrepreneurship. The introduction of the book, as well as the rest of the chapters, has made good points. However, there are some weak parts of the book is that it is not that specific about the main point of the case problems. In addition, the book does not have key ideas on looking out for a started business since the book was well supervised and written, the author successfully gives the message of the book towards its readers from good writing and provided ideas of entrepreneurs. On this note, the rest of the book had been very informative especially to its wide range of audience.

