

CHAPTER OVERVIEW

13: Launch for Growth

LEARNING OBJECTIVES

- Describe how businesses use lean startup principles to develop products and test markets
- Identify how the build-measure-learn method helps companies understand what potential customers want in a product

[13.1: Introduction](#)

[13.2: Launching the Imperfect Business - Lean Startup](#)

[13.3: Why Early Failure Can Lead to Success Later](#)

[13.4: The Challenging Truth about Business Ownership](#)

[13.5: Managing, Following, and Adjusting the Initial Plan](#)

[13.6: Growth - Signs, Pains, and Cautions](#)

[13.7: Discussion Questions](#)

[13.8: Case Questions](#)

[13.9: Product Launch Marketing and The Growth Framework \(Sujan Patel\)](#)

[13: Launch for Growth](#) is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.