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Test New Ideas in Just Five Days. Sprint.
: Jake Knapp, John Zeratsky, Braden Kowitz. Simon and Schuster, Mar 8, 2016
- Business & Economics - 288 pages. 0...

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Knapp, John Zeratsky, and Braden Kowitz - Google adventurers all - we learn how to combine imagination, design-thinking, and a stop-clock to solve some of the most pressing challenges you'll ever face.

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Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, a new book by Jake Knapp with John Zeratsky and Braden Kowitz, partners at Google Ventures, offers a plan for identifying the best solution to a problem, developing a prototype and testing it with customers.

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The Design Sprint

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and Test New Ideas in ...

Focusing on the surface allows you to move fast and answer big questions before you commit to execution, which is why any challenge, no matter how large, can benefit from a sprint. About The Authors Photograph by Graham Hancock

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