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"Every Book Is a Startup" builds upon the work of Eric Ries and Steve Blank, where each proposes building products (books) in a cyclical fashion that allows real customers to give direct feedback. Each cycle In this publishing experiment, author Todd Sattersten compares the process of publishing a book to the process of starting a new company.

Every Book Is a Startup by Todd Sattersten

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About the Book. Hi! I am here to launch Version 2.0 of Every Book Is a Startup.I originally wrote this book in 2010 as an experiment in trying to understand how agile and lean startup principles could be applied to book publishing.

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