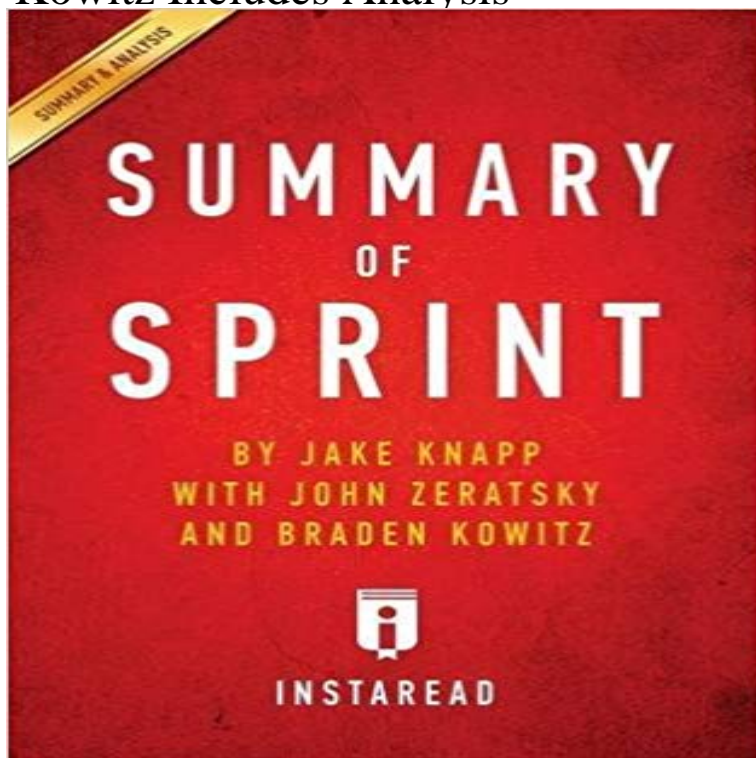


Summary of Sprint: By Jake Knapp with John Zeratsky and Braden Kowitz Includes Analysis



Summary of Sprint by Jake Knapp with John Zeratsky and Braden Kowitz Includes Analysis Preview: A sprint is a lightning-speed process to isolate a company's most pressing problem and find its solution within a week. This speedy process was developed by author Jake Knapp and his co-authors in their work with Google Ventures, which invested in startups and other companies and needed to bring them to success expediently and efficiently. While the Google Ventures team became experts in this process, Sprint was written to share the practice with other companies that typically rely on the traditional brainstorm to generate new ideas quickly. Instead, the authors view the brainstorm as a failed concept for effecting meaningful change. No longer does a company need the experts from Google Ventures to come in. The process is simple enough that any company or team within a company can conduct its own sprint. PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread Summary of Sprint Overview of the book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience.

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