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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.

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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. The theories and frameworks have evolved over the last eight years and we now have more examples of authors and publisher using these techniques to be create more successful books.

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Every Book Is a Startup provides a roadmap for publishing professionals interested in bringing a fresh, entrepreneurial approach to the business of book publishing, based on techniques proven effective in the world of tech startups.

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Every Book Is a Startup provides a roadmap for publishing professionals interested in bringing a fresh, entrepreneurial approach to the business of book publishing, based on techniques proven effective in the world of tech startups. This webcast we will talk about the first two chapters "Black Swans, Long Tails, and Big Dreams" and "Help The Heroes" as well as preview the concepts from the next two chapter release coming in October.

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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.