



# Nail It Then Scale It

*Nathan Furr , Paul Ahlstrom (Contributor)*

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Why do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the “right things,” but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail. From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate. These processes and principles have now been distilled into a handbook to guide entrepreneurs and innovative product managers to victory. Stop following conventional wisdom and join the few entrepreneurs that can consistently take their innovative idea all the way to a successful company launch.

## Nail It Then Scale It Details

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# **From Reader Review Nail It Then Scale It for online ebook**

## **Zakir Jaafar says**

### **More simplified version of Ash Maurya's book but worth the read**

Great book on the steps using Lean Principles. I recommend this book together with Ash Maurya's book on Lean Canvas.

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## **Campbell says**

Feedback is critical to the success or failure of a business. And it's important not to focus on the positive feedback that might validate your business model or assumptions. Rather, it's the negative or constructive feedback that's important. Be brutally honest with yourself. This will enable you to deliver products the market wants, not what you think they want.

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## **Curt says**

I always knew it was better to be agile, keep investment low, try things until you find success. But these guys have formula-ized it. And it seem very powerful.

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## **Collette Brennan says**

This was my first entrepreneurial read, and I'm glad it was. The insights here are priceless if you plan on starting a company or working for a startup. Although the beginning seemed a little repetitive, overall I believe this process could make or break a company.

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## **Manuel says**

Un excelente libro sobre metodologias para las etapas iniciales y mas criticas de las startups, especialmente de tecnologias de informacion y comunicaciones. Condensa, filtra y estructura muchas metodologias en boga como Customer Development de Steve Blank, Lean Startup de Eric Ries y Business Model Canvas de Alexander Osterwalder, para de una manera practica, proponer una metodologia bien estructurada de como reducir el 90% de las causas de fracaso de una startups, que tienen que ver mas que nada con encontrar el problema y solucion para un mercado especifico.

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## **Jose Papo says**

This book is a fantastic read. It blends in a simple way Customer Development, Lean Startup and Business Model Generation in a clear and compelling read. These new ways of creating new products, services and companies are best summarized by the fantastic phrase always said and really executed every day at amazon: "Start with the customer and work backwards"

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## **Ryan Seamons says**

Perfect book for seeing a different view on starting a business. Nathan outlines the framework that allows entrepreneurs to actually test ideas before wasting time and money (which many entrepreneurs end up wasting). Good examples and outline about how to deal with the tech and market risks involved in ideas.

Definitely keep this close for the day when I start my business.

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## **Garin Hess says**

Must read for every entrepreneur bringing new products to market. It answers the great question: how do you reduce the extreme uncertainty? Similar to The Lean Startup, but a different methodology.

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## **Shelley says**

as a business book, it has 3 good ideas. And they're worth reading the book to discover. but really. it's badly formatted (even self-published stuff should look better than this) - it's so badly formatted that it's distracting to read. Long repetitive explanations, overly formal language. That said, got some good bits. But will now promptly donate it to the library.

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## **Najib says**

an amazing book for startup business owners and entrepreneurs

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## **Marv says**

I use the process and principles outline in this book every day. If you are starting a new business I suggest you use your time and resources wisely. Don't reinvent the start up, drive down a well proven path. Nail it Then Scale it shows entrepreneurs step by step how to follow an step by step lean development method, through discovery and development, entrepreneurs will be able to adapt and adjust quickly to create the product their customers actually want. The Nail It Then Scale it approach will enable you to pivot with agility as you fine tune your business.

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**Gabe Wood says**

Great book. He knew what he was talking about. So many people have been able to start off because of him. The best comprehensive review and summary ever can be found here:  
<http://abinoda.com/book/nail-it-then-...>

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**Carlos Gómez says**

Excelente libro para entender una de las muchas metodologías que pueden ser tomadas al momento de emprender un negocio. Es una guía paso a paso con ejemplos reales de empresas que han optado por seguir sus recomendaciones.

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**Eliot Burdett says**

Good book covering the basic reasons why startups fail and what they need to succeed - big theme is that startups scale too early, and don't learn from experience. A bit like a light version of The Lean Startup with some additional insights from the author's experiences as a VC.

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**Jed Merrill says**

Best business book I've read since SCRUM: The Art of Doing Twice the Work in Half the Time.

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