

**BOOK REVIEW OF: THE LEAN ENTREPRENEUR: HOW VISIONARIES CREATE
PRODUCTS, INNOVATE WITH NEW VENTURES, AND DISRUPT MARKETS BY BRANT
COOPER AND PATRICK VLASKOVITS**

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ABSTRACT

This paper will have the review of the book about The Lean Entrepreneur: How Visionaries create products, innovate with new ventures, and disrupt markets written by Brant Cooper and Patrick Vlaskovits. The book review has shown specific ideas of the book's content, which had featured and presented what it meant to be a lean entrepreneur, and some case studies of marketing plans and strategies to have a lean business. The author wrote some particular ideas in marketing which are not complicated to perceive. The author made a great structure which starts from the simplest introduction towards presenting the book's main points.

KEYWORDS: Entrepreneur, Innovate