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Book of the month

May 2022



**The startup launch book: a practical guide for launching customer - centric ventures -
Batra, Ajay**



**ACC, No - PU12367
658.11 BAT; 1 R**

The Startup Launch book is a practical guide for entrepreneurs who wish to design, launch, and grow successful startups. Based on the author's work with hundreds of startups, this book has curated success lessons in an actionable 5-stage framework. Use the book's Startup Maturity Model to develop an entrepreneurial mindset that helps convert an idea into a great startup. Leverage the book's practices to build fundamentally sound, investable, and customer-centric ventures. This book is a powerful tool in the hands of founders, incubators, and mentors.

<https://www.amazon.in/Startup-Launchbook-Practical-Launching-Customer-ebook/dp/B08PFD55XV>

