

The Lean Marketplace A Practical Guide To Building A Successful Online Marketplace Business

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If you 're thinking about starting a marketplace business, reading a book on the topic is a great way to build context. While there are several excellent books about the sharing economy, online marketplaces or platform businesses in general, we felt that one was missing: a practical guide that strikes the right balance between theory and practice.

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The Lean Marketplace is a very useful step-by-step guide to help entrepreneurs think through the challenges and solutions to create the next Uber or Airbnb." - Boris Wertz, Founder and General Partner, Version One Ventures