

# Télécharger Livres Gratuit Sprint (PDF | ePub | Mobi) Jake Knapp DataBase Book



Como inovar? Por onde começar? Como formar uma boa equipe? Que forma terá uma ideia quando for colocada em prática? São muitas as perguntas que martelam na cabeça de quem precisa tirar ideias do papel, mas já existe um caminho infalível para responder a todas elas rapidamente: o sprint.

Método criado pelo designer Jake Knapp no período em que ele trabalhava no Google, era usado para tudo na empresa, do aperfeiçoamento do mecanismo de buscas ao Google Hangouts, com o foco em desenvolver e testar ideias em apenas cinco dias. Knapp se juntou mais tarde a Braden Kowitz e John Zeratsky no Google Ventures, braço da companhia dedicado ao investimento em novos negócios, e juntos eles conduziram e completaram mais de cem sprints em empresas de telefonia, e-commerce, saúde, finanças e muito mais.

*Sprint* serve para equipes de todos os tamanhos, de pequenas startups até os maiores conglomerados, e pode ser aplicado por qualquer um que tenha uma grande oportunidade, problema ou ideia e precise começar a trabalhar já.

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