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By Laura Busche

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Lean Branding is here to help. Thi O'Reilly Media. It is clear the author Laura Busche knows what she is talking about and I thank her for sharing her

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Laura has been implementing The Lean Startup methodology with

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eBookMall.com in several formats for your eReader. O'Reilly Media, September 2014.

Laura Busche has mentored over 90 startups in lean brand development to generate
conversion and growth. She is the author of O Reilly s Lean Branding book,

Lean Branding: 15 Hacks to Create, Communicate & Sell Your Startup s Brand. Without the
Waste. Date: This event took place live on November 07 2014

Laura Busche - Brand Strategist, Author of O'Reilly Media's "Lean Branding" book, part of The
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Laura Busche talks Lean branding trends for Startup brand expert and author Laura Busche
sat down with O'Reilly Media to discuss the branding trends she expects

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