

# Lean Branding (Lean (O'Reilly)) By Laura Busche

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**laura busche, author at sitepoint** - Jul 29, 2015 She is the author of O'Reilly Media's Lean Branding book and a Brand Content Strategist at Creative Market. Follow Laura Busche on Twitter. Laura's

**about - laura busche - brand strategist, author &** - 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,

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