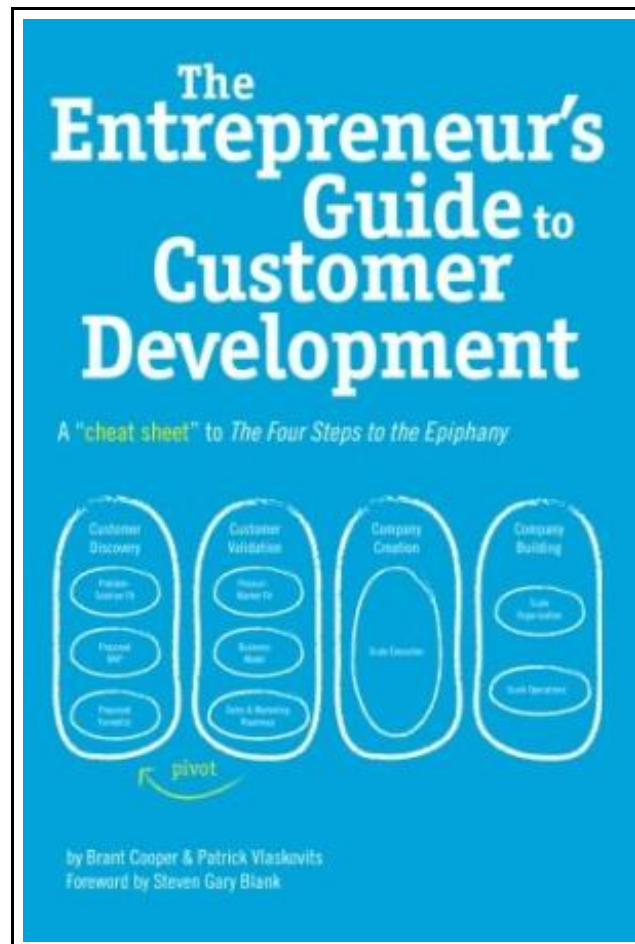


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THE ENTREPRENEURS GUIDE TO CUSTOMER DEVELOPMENT: A CHEAT SHEET TO THE FOUR STEPS TO THE EPIPHANY



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Cooper-Vlaskovits. Paperback. Book Condition: New. Paperback. 104 pages. Dimensions: 8.7in. x 5.9in. x 0.4in. This is a must read for all startups and stakeholders. Steve Blank, author of *The 4 Steps to the Epiphany*, creator of Customer Development methodology *The Entrepreneurs Guide* is an easy read. It is written in a conversational tone, doesn't take itself too seriously, and avoids extraneous fluff. Eric Ries, Author and Creator of the Lean Startup methodology *Get the CustDev* book to dive deep into customer interviews and understand how your product can be developed to meet your customers needs. Dan Martell, Founder of Flowtown, angel investor *Customer Development* is a four-step framework for helping startups discover and validate their customers, product, and go-to-market strategy, developed by Steve Blank and an integral part of Eric Ries Lean Startup methodology. Focused on the Customer Discovery step, *The Entrepreneurs Guide to Customer Development* is an easy to follow guide for finding early adopters, building a Minimum Viable Product, finding Product-Market fit, and establishing a sales and marketing roadmap. Deemed a must-read by Steve Blank and Eric Ries, inside you will find detailed customer development and lean startup concept definitions, a step-by-step approach to best practices, a business model analysis guide, case studies, rich graphics, as well as worksheets and exercises. No matter the stage of your business, you will return often to this guide to learn how to build a product people want ;get out of the building; foster strong customer relationships; test business model risk; reach out to early adopters; conduct startup marketing; create a customer funnel based on buyers process; and prepare your startup to scale up. *The Entrepreneurs Guide to Customer Development: A Cheat Sheet to The Four Steps to the Epiphany*, affectionately known as the CustDev book, serves as course text for classes at..



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