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The Entrepreneur s Guide to Customer Development: A Cheat Sheet to The Four Steps to the Epiphany

By Brant Cooper, Patrick Vlaskovits

Cooper-Vlaskovits, United Kingdom, 2012. Microfilm. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. 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 Entrepreneur s 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 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 Entrepreneur s 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...

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