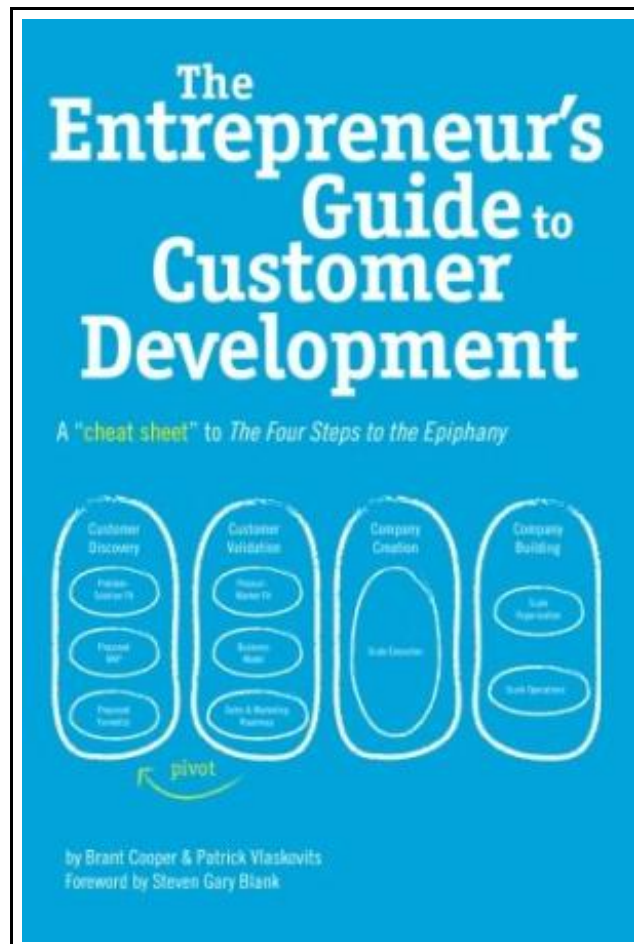# The Entrepreneurs Guide to Customer Development: A Cheat Sheet to the Four Steps to the Epiphany



Filesize: 3.47 MB

## Reviews

Complete guide for publication fanatics. It is full of knowledge and wisdom You will not really feel monotony at at any time of your respective time (that's what catalogues are for about should you question me).
*(Arely Dare)*

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

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, doesnt 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...

Read The Entrepreneurs Guide to Customer Development: A Cheat Sheet to the Four Steps to the Epiphany Online

Download PDF The Entrepreneurs Guide to Customer Development: A Cheat Sheet to the Four Steps to the Epiphany

## You May Also Like

**13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)**

Reader s Digest Association, United States, 2013. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Did you read about the janitor who donated million dollars to his local...

Download Document »

**The About com Guide to Baby Care A Complete Resource for Your Babys Health Development and Happiness by Robin Elise Weiss 2007 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

Download Document »

**Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their...

Download Document »

**A Parent s Guide to STEM**

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.This lively, colorful guidebook provides everything you need to know...

Download Document »

**The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)**

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

Download Document »