

Four Steps Epiphany Steve Blank Ebook

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Summary:

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Amazon.com: The Four Steps to the Epiphany (8601200461435 ... The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. The Four Steps to the Epiphany: Successful Strategies for ... I just finished reading The Four Steps to the Epiphany and I must just say it is a great book. I will explain into some details his theory but the main reason I love this book is how he explains why founders are critical in all the decisions of the early phases of a start-up. The Four Steps to the Epiphany - web.stanford.edu table of contents acknowledgments i the hero's journey iii winners and losers v chapter 1 the path to disaster: the product development model 1 chapter 2 the path to epiphany: the customer development model 15 chapter 3 customer discovery 27 chapter 4 customer validation 67 chapter 5 customer creation 101 chapter 6 company building 133 bibliography 171.

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