

## Entrepreneurs Guide To Custdev Ebook

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### Entrepreneurs Guide To Custdev Ebook

The Entrepreneur's 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 Stanford University, University of Chicago, Boston University, DePaul University, University of Minnesota and University of Norway.

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The Entrepreneur's 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 Stanford University, University of Chicago, Boston University, DePaul University, University of Minnesota and University of Norway.

### The Entrepreneur's Guide to Customer Development : The ...

First the title of the book is very misleading. It should have been "The Entrepreneur's guide to STEP 1 of customer development. Yes, that is right; it covers just one - fourth of the process and NOT the entire 4 steps.

Second, it is poor at even setting out a guide to entrepreneurs on the basis of Customer development/Lean start up methodologies.

### **The Entrepreneur's Guide to Customer Development: A cheat ...**

This book is bundled with the authors' upcoming book, The Lean Entrepreneur. "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.

### **The Entrepreneur's Guide to Customer Development: A cheat ...**

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