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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.

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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.

How To Be A Great Leader And Have Loyal Customers In Any

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Affectionately dubbed "The Startup Bluebook", the first edition of the Entrepreneur's Guide to Customer Development was the first book to describe Lean Startup, Customer Development, Product Market fit, and Pirate Metrics. This new, updated edition adds sections on additional, complementary innovation practices, such as Agile, Design Thinking ...

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

1. Take simple steps to create huge customer confidence. You want customers and potential customers to be completely

confident in you, what you offer and your ability to deliver it. At the core, creating that confidence often takes nothing more than a few small actions on your part.

(PDF) The Entrepreneur's Guide to Customer Development ...

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The Entrepreneur's Guide to Building a Successful Business

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As an entrepreneur, you should show value for customers' assets. The services may include offering your customers' discounts, friendly refunds, exchanges, or repairs if the product does not align with their expectations, free transportation on return items, and comprehensive warranties.

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