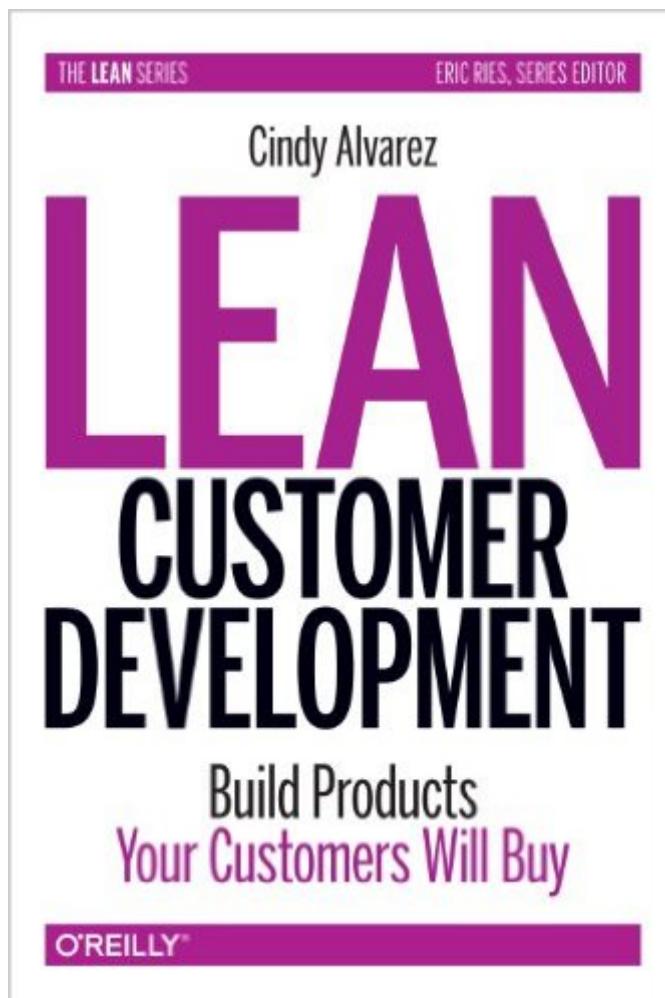


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# Lean Customer Development: Building Products Your Customers Will Buy



## Synopsis

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development researchâ "before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, youâ™ll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but theyâ™ll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right peopleLearn how to conduct successful customer interviews play-by-playDetect a customerâ™s behaviors, pain points, and constraintsTurn interview insights into Minimum Viable Products to validate what customers will use and buyAdapt customer development strategies for large companies, conservative industries, and existing products

## Book Information

Series: Lean

Hardcover: 240 pages

Publisher: O'Reilly Media; 1 edition (June 8, 2014)

Language: English

ISBN-10: 1449356354

ISBN-13: 978-1449356354

Product Dimensions: 1 x 6.2 x 9.2 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

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Best Sellers Rank: #91,583 in Books (See Top 100 in Books) #42 inÂ Books > Business & Money > Economics > Commerce #70 inÂ Books > Business & Money > Industries > Retailing #130 inÂ Books > Business & Money > Marketing & Sales > Customer Service

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