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Entrepreneurs Guide To Customer Development

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 is also available in Russian and Japanese. "The Entrepreneur's Guide is an easy read. It is written in a conversational tone, doesn't take itself too seriously, and avoids extraneous fluff." — Eric Ries, creator of The Lean Startup® framework, author of The Lean Startup

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