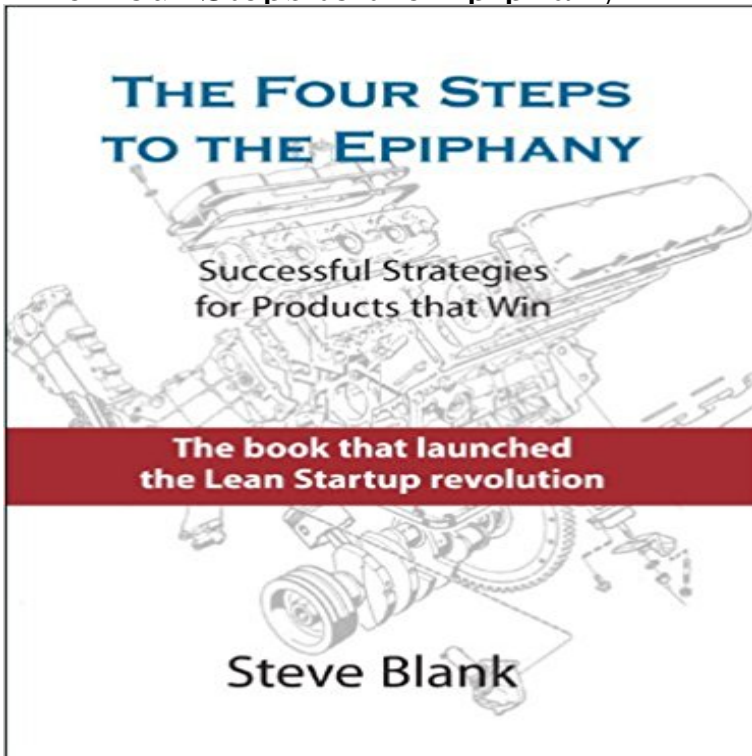


The Four Steps to the Epiphany



The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time. 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. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new.

- *The Four Steps to the Epiphany: Successful Strategies* Editorial Reviews. Review a book that all technology entrepreneurs will actually want to read. *The Four Steps to the Epiphany* - Kindle edition by Steve Blank. Download it once and read it on your Kindle device, PC, phones or tablets. See Steve Blank (*Four Steps to the Epiphany*) at Startup Grind New Watch our interviews with founders and investors like Steve Blank (*Four Steps to the Epiphany*) at

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Steve Blank - Wikipedia Probably because it wasn't intended as a book--it was just Steve Blank's course notes: The Four Steps to the Epiphany. Two years later, Eric Ries mentioned

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: Customer Reviews: The Four Steps to the Epiphany Jul 28, 2013 When I wrote The Four Steps to the Epiphany over a decade ago, I had no idea I would be starting the Lean Startup revolution. I was straggling

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The Four Steps to the Epiphany The Four Steps to the Epiphany: Successful Strategies for Products That Win: Written by Steve Blank, 2013 Edition, (5th Edition) Publisher: K & S Ranch

The Four Steps to the Epiphany: Successful - Barnes & Noble Oct 16, 2013 - 51 min - Uploaded by Startup Grind Steve Blank has had a 33-year career as a successful businessman, conservationist and teacher

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