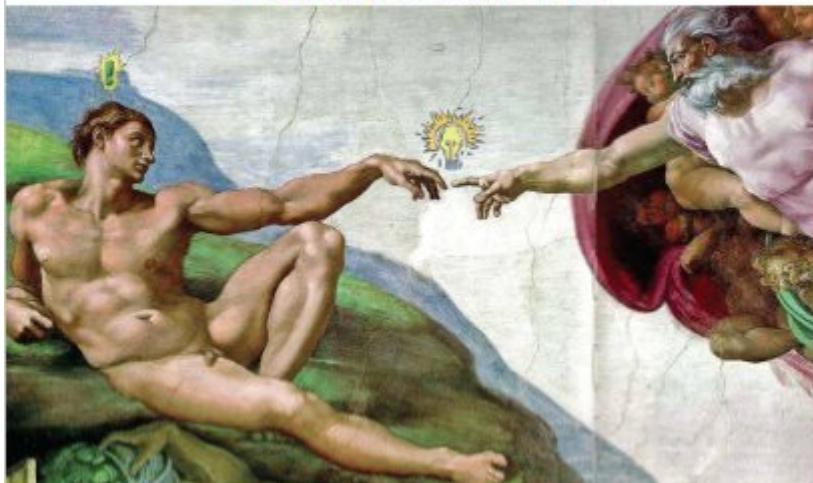


The book was found

The Four Steps To The Epiphany: Successful Strategies For Products That Win

**The Four Steps to
the Epiphany**

*Successful Strategies for
Products that Win*



Steve Blank



Synopsis

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.Â 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.Â 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.Â 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.Â 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.Â Essential reading for anyone starting something new.3,000 fixed sentences, 10,000 new commas. Same revolutionary ideas. New edition atÂ amzn.to/1aQaf1M

Book Information

Paperback: 275 pages

Publisher: Cafepress.com; 2nd edition (July 17, 2013)

Language: English

ISBN-10: 0976470705

ISBN-13: 978-0976470700

Product Dimensions: 9.2 x 7.4 x 0.9 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.7 out of 5 starsÂ [See all reviewsÂ](#) (191 customer reviews)

Best Sellers Rank: #122,176 in Books (See Top 100 in Books) #221 inÂ Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #1062 inÂ Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

This book is required reading at our company - even for the engineers. Following its methodology, we were able to uncover flaws in our product and business plan and correct them before they became costly. Rapid iteration, customer feedback, testing our assumptions - these are all part of

our company culture, thanks in no small part to this book. Essential reading for anyone starting something new.---Above is what I wrote about this book two years ago. Here's what I wrote on my blog, after having more time to think about it:What is customer development?When we build products, we use a methodology. For software, we have many - you can enjoy a nice long list on Wikipedia. But too often when it's time to think about customers, marketing, positioning, or PR, we delegate it to "marketroids" or "suits." Many of us are not accustomed to thinking about markets or customers in a disciplined way. We know some products succeed and others fail, but the reasons are complex and the unpredictable. We're easily convinced by the argument that all we need to do is "build it and they will come." And when they don't come, well, we just try, try, again.What's wrong with this picture?Steve Blank has devoted many years now to trying to answer that question, with a theory he calls Customer Development. This theory has become so influential that I have called it one of the three pillars of the lean startup - every bit as important as the changes in technology or the advent of agile development.You can learn about customer development, and quite a bit more, in Steve's book The Four Steps to the Epiphany. I highly recommend this book for all entrepreneurs, in startups as well as in big companies. Here's the catch.

I really liked this book (a lot), and I debated whether to give it a 3 or a 4, but ultimately decided to go with 3 because it has some major problems.First, the things I liked about the book are that it is based on tried-and-true methods from Steve Blank and many of the companies that he's coached, so the fundamentals seem solid. I really like the worksheets in the back of the book as well, so I don't have to go and reread entire chapters to remember what to include in my documents, or what I should be focusing on when talking to customers.However; the problems with this book are numerous. I've ordered them from most to least important (IMHO):- The book is heavily geared towards Enterprise and B2B products. There is some mention of consumer products, but it is inconsistent and insufficient coverage in my opinion. There should have been significantly more coverage on the differences of each step as it applies to a B2B vs. B2C product.- The book largely assumes you have a team of people who already have a business plan written and have been funded. This is quite a bit to filter through if you're bootstrapping a web startup with two guys working out of a coffee shop part time.- It is way too pricey for the quality (39.99 when I bought it)- It was NOT PROOFREAD WELL. There are so many typos and grammatical errors in the beginning of the book, that I almost tossed it aside. It seems to get a bit better after the first few chapters.

[Download to continue reading...](#)

The Four Steps to the Epiphany: Successful Strategies for Products that Win The Entrepreneur's

Guide to Customer Development: A cheat sheet to The Four Steps to the Epiphany Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Chocolate Epiphany: Exceptional Cookies, Cakes, and Confections for Everyone Starting a Nonprofit: 10 Proven Steps to Creating your First Successful Nonprofit Organization (Successful NPO, Starting a Nonprofit, Charity, Nonprofit Startup, How to Start a Nonprofit) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services FBA: Product Research: Complete Expert Guide: How to Search Profitable Products to Sell on (FBA, Product Research, How to Find the Best Products to Sell on Book 1) Microsoft Win32 Developer's Reference Library - (Microsoft Developers Library Win 32 BASE SERVICES (Microsoft Win 32 - Base Services) Heads I Win, Tails I Win: Why Smart Investors Fail and How to Tilt the Odds in Your Favor Habit 4 Think Win-Win: The Habit of Mutual Benefit (7 Habits of Highly Effective People Signature) Confessions of a Real Estate Entrepreneur: What It Takes to Win in High-Stakes Commercial Real Estate: What it Takes to Win in High-Stakes Commercial Real Estate Forex: Beginners Guide - Proven Steps and Strategies to Make Money in Forex Trading (FREE Bonus Included) (Forex Trading, Forex Strategies, Passive Income, Affiliate Marketing) Private Label: 7 Steps to Earning 1K to 5K per Month Selling Exclusive Products on FBA for Beginners with Private Labeling Forex: Strategies - Best Forex Trading Strategies For High Profit and Reduced Risk (Forex, Forex Strategies, Forex Trading, Day Trading Book 2) Trading: 6 Manuscripts + 8 Bonus Books - Forex Guide, Day Trading Guide, Options Trading Guide, Forex Strategies, Day Trading Strategies, Options Trading Strategies Options Trading: Strategies - Best Options Trading Strategies For High Profit & Reduced Risk (Options Trading, Options Trading For Beginner's, Options Trading Strategies Book 2) Options Trading: Strategies - Best Options Trading Strategies For High Profit & Reduced Risk (Options Trading, Options Trading For Beginner's, Options Trading Strategies) (Volume 2) Win The Claim Game: An Insider's Guide To A Successful Home Insurance Claim Enterprise IoT: Strategies and Best Practices for Connected Products and Services How to Win the Lottery with the Law of Attraction: Four Lottery Winners Share Their Manifestation Techniques

[Dmca](#)