

Four Steps Epiphany Steve Blank Ebook

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## Summary:

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The Four Steps to the Epiphany: Successful Strategies for ... The essential book for anyone bringing a product to market, writing a business plan, marketing plan or sales plan. Step-by-step strategy of how to successfully organize sales, marketing and business development for a new product or company. Steve Blank - Wikipedia The Four Steps to the Epiphany In 2005, Blank published The Four Steps to the Epiphany: Successful Strategies for Products that Win , (K&S Ranch Press) which details his approach to the Customer Development process. [8].

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