



## The four steps entrepreneurial law (customer development methods pedigree for Lean Startup theoretical foundation) (Chinese Edition)

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By BEN SHE

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown in Publisher: Huazhong University of Science and Technology Press Information Original Price: 48.00 yuan Author: Publisher: Huazhong University of Science and Technology Press ISBN: 9787560982489 Page: Revision: Binding: Folio: Published :2012 -8-1 printing Time: Words: product identification: 22836738 About four steps entrepreneurial Law Foundation for Lean Startup theory. Author Dr. Steven GaryBlank. is a Silicon Valley veteran entrepreneur. he founded a total of eight companies. and served as a director of a number of Silicon Valley companies and entrepreneurial consultant. Years of business experience has taught him to deeply appreciate the lack of traditional entrepreneurial approach. This book summarizes 25 years of entrepreneurial experience. proposed new customer development methods in order to make up for the defects of the existing approach to product development. setting off a wave of Silicon Valley in recent years. Lean Startup. About the Author Dr. Steven GaryBlank. entrepreneurial career began in 1978. he founded a total of eight companies. including an enterprise software company (E.piphany). the the two semiconductor and chip companies (Zilog and MIPSComputers) a training company (ConvergentTechnologies) ....

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