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The Lean Product Playbook How

Everyone knows that most new products fail and that building great products is hard. The Lean Product Playbook provides clear, step-by-step guidance to help you create successful products. Lean Startup has contributed valuable ideas about product development

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and generated lots of excitement. But despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they lack specific guidance on what to do and how to do it.

THE LEAN PRODUCT PLAYBOOK

"Dan's playbook is the missing manual on how to apply Lean Startup principles. This comprehensive, straightforward book guides you through everything you need to know to build a winning product." —Sean Ellis, CEO of Qualaroo and GrowthHackers.com

"Dan takes Lean Startup to a new level with his step-by-step playbook for creating great products!

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The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback. The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard.

The Lean Product Playbook: How to Innovate with Minimum ...

The missing manual on how to apply Lean Startup to build products that customers love. The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a start-up or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products

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through clear, step-by-step guidance and advice.

The Lean Product Playbook - AudioBB

This book describes the Lean Product Process: an easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to:

- Determine your target customers
- Identify underserved customer needs
- Create a winning product strategy
- Decide on your Minimum Viable Product (MVP)
- Design your MVP prototype

BOOK – THE LEAN PRODUCT PLAYBOOK

The Lean Product Playbook provides clear, step-by-step guidance to

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help you create successful products. Lean Startup has contributed valuable ideas about product development and generated lots of excitement.

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- Determine your target customers
- Identify underserved customer needs
- Create a winning product strategy
- Decide on your Minimum Viable Product (MVP)
- Design your MVP prototype

BOOK - DAN OLSEN

In his all-day public workshops, Dan will teach you the guidance from his book *The Lean Product Playbook*. You will learn best practices in Lean Startup and Product Management. You will learn how to achieve product-market fit through case studies and interactive group exercises. Unlike other workshops, Dan ' s advice

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is very pragmatic and hands-on.

WORKSHOPS – THE LEAN PRODUCT PLAYBOOK

The Lean Product Process My Lean Product Process guides you through how to articulate and test the key hypotheses by working your way up the Product-Market Fit Pyramid. It consists of 6 steps:
Determine your target customer

The Playbook for Achieving Product ... - Mind the Product

The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a start-up or a large, established company, we all know that building great products is

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