THE FOUR STEPS TO THE EPIPHANY

Successful Strategies for Products that Win

Steve Blank

Fifth Edition

m UNIVERSITAT

Bibliothek

Table of Contents

The Hero's Journey	V
Introduction	ix
Chapter 1: The Path To Disaster: The Product Development Model	1
Chapter 2: The Path To Epiphany: The Customer Development Model	23
Chapter 3: Customer Discovery	40
Chapter 4: Customer Validation	104
Chapter 5: Customer Creation	156
Chapter 6:	
Company Building	206
Bibliography	265
Appendix A: Customer Development Team	280
Appendix B:	
Customer Development Checklist	288
Acknowledgments	367
About The Author	369