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O Reilly Media, Inc, USA, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Despite the wide acceptance of Lean approaches and customer-development strategies, many product teams still have difficulty putting these principles into meaningful action. That s where The Customer-Driven Playbook comes in. This practical guide provides a complete end-to-end process that will help you understand customers, identify their problems, conceptualize new ideas, and create fantastic products they ll love. To build successful products, you need...

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- Authored by Travis Lowdermilk, Jessica Rich
- Released at 2017



Reviews

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