



Summary : Lean Customer Development - Cindy Alvarez: Building Products Your Customers Will Buy

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Complete summary of Cindy Alvarez's book: "Lean Customer Development: Building Products Your Customers Will Buy"

This summary of ideas from Cindy Alvarez's book "Lean Customer Development: Building Products Your Customers Will Buy" demonstrates how traditional companies develop a new product and then look for ways to market it. According to Alvarez, a better approach is 'Lean Customer Development', which identifies a customer need and then creates a product to satisfy it.

Lean Customer Development consists of five steps:

1. Form a hypothesis of customer needs
2. Talk to real customers
3. Ask questions to validate or disprove your hypothesis
4. Analyze their answers
5. Decide what to build

Reasons to read this summary:

- Save time
- Understand the needs of your customers
- Create products that your customers will pay for

To learn more, read the summary of "Lean Customer Development" and get to know your customers' needs and develop products to satisfy them!

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