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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 and generated lots of

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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.

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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 ♦

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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 and generated lots of excitement.

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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

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