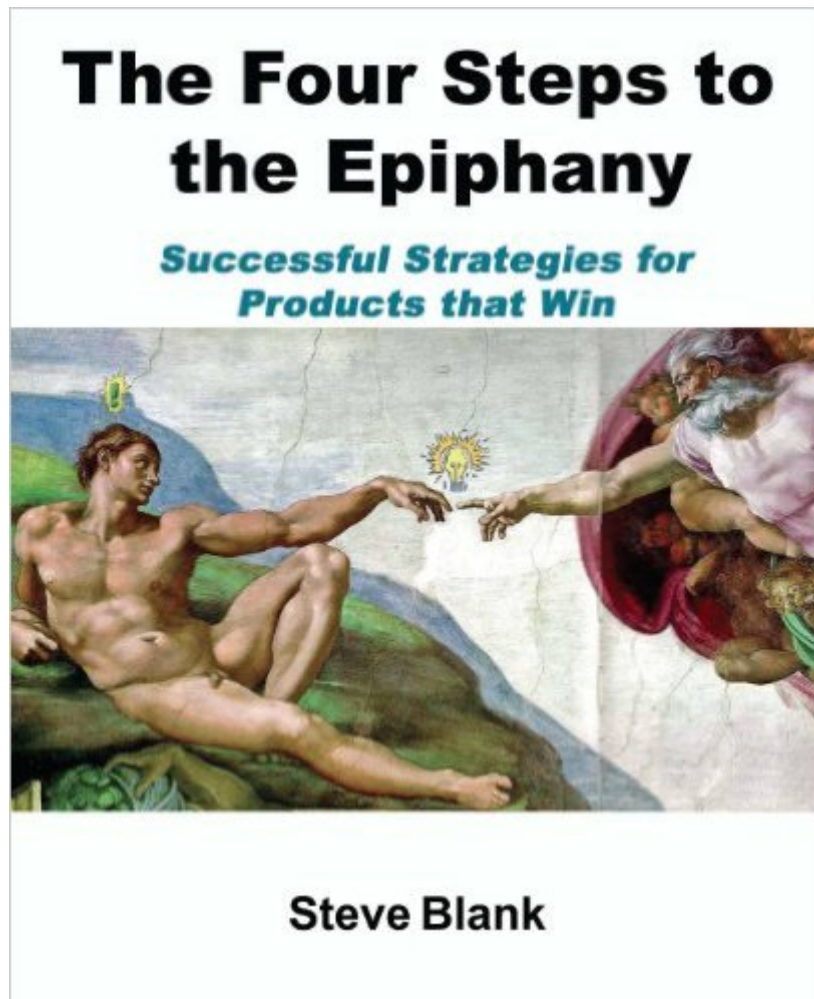


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# The Four Steps To The Epiphany: Successful Strategies For Products That Win



## Synopsis

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new. 3,000 fixed sentences, 10,000 new commas. Same revolutionary ideas. New edition at [amzn.to/1aQaf1M](http://amzn.to/1aQaf1M)

## Book Information

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## Customer Reviews

This book is required reading at our company - even for the engineers. Following its methodology, we were able to uncover flaws in our product and business plan and correct them before they became costly. Rapid iteration, customer feedback, testing our assumptions - these are all part of

our company culture, thanks in no small part to this book. Essential reading for anyone starting something new.---Above is what I wrote about this book two years ago. Here's what I wrote on my blog, after having more time to think about it:What is customer development?When we build products, we use a methodology. For software, we have many - you can enjoy a nice long list on Wikipedia. But too often when it's time to think about customers, marketing, positioning, or PR, we delegate it to "marketroids" or "suits." Many of us are not accustomed to thinking about markets or customers in a disciplined way. We know some products succeed and others fail, but the reasons are complex and the unpredictable. We're easily convinced by the argument that all we need to do is "build it and they will come." And when they don't come, well, we just try, try, again.What's wrong with this picture?Steve Blank has devoted many years now to trying to answer that question, with a theory he calls Customer Development. This theory has become so influential that I have called it one of the three pillars of the lean startup - every bit as important as the changes in technology or the advent of agile development.You can learn about customer development, and quite a bit more, in Steve's book *The Four Steps to the Epiphany*. I highly recommend this book for all entrepreneurs, in startups as well as in big companies. Here's the catch.

I really liked this book (a lot), and I debated whether to give it a 3 or a 4, but ultimately decided to go with 3 because it has some major problems.First, the things I liked about the book are that it is based on tried-and-true methods from Steve Blank and many of the companies that he's coached, so the fundamentals seem solid. I really like the worksheets in the back of the book as well, so I don't have to go and reread entire chapters to remember what to include in my documents, or what I should be focusing on when talking to customers.However; the problems with this book are numerous. I've ordered them from most to least important (IMHO):- The book is heavily geared towards Enterprise and B2B products. There is some mention of consumer products, but it is inconsistent and insufficient coverage in my opinion. There should have been significantly more coverage on the differences of each step as it applies to a B2B vs. B2C product.- The book largely assumes you have a team of people who already have a business plan written and have been funded. This is quite a bit to filter through if you're bootstrapping a web startup with two guys working out of a coffee shop part time.- It is way too pricey for the quality (39.99 when I bought it)- It was NOT PROOFREAD WELL. There are so many typos and grammatical errors in the beginning of the book, that I almost tossed it aside. It seems to get a bit better after the first few chapters.

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