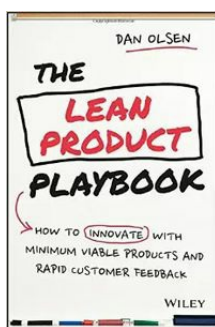


# THE LEAN PRODUCT PLAYBOOK: HOW TO INNOVATE WITH MINIMUM VIABLE PRODUCTS AND RAPID CUSTOMER FEEDBACK

The missing manual on how to apply Lean Startup to build products that customers love. The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is...



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### The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback

Author	Dan Olsen
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## Peek Inside the Book

As a [type of user], I want to [do something], so that I can [desired benefit]. Dan Olsen, The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback //

I developed a framework and process for how to achieve product-market fit. Dan Olsen, The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback //

## Reader's Opinions

Great book. Really does a great job at walking through the full product development lifecycle from a product management standpoint. Great and practical focus on how to bring minimum viable product to market, how to use a beta to gather feedback, etc. I also like that it's not limited to startups, most of what's