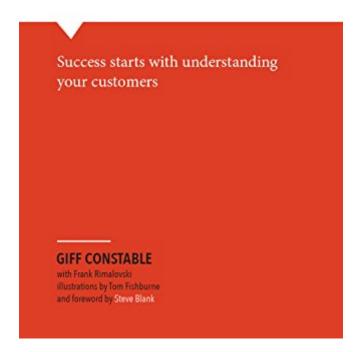
The book was found

Talking To Humans: Success Starts With Understanding Your Customers

TALKING TO HUMANS





Synopsis

With a foreword from Steve Blank, Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

Book Information

File Size: 1890 KB

Print Length: 89 pages

Page Numbers Source ISBN: 099080092X

Simultaneous Device Usage: Unlimited

Publication Date: September 21, 2014

Sold by: A Digital Services LLC

Language: English

ASIN: BOONSUEUL4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #31,480 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #8 in Kindle Store > Kindle eBooks > Business & Money > Education & Reference > Education #11 in Books > Business & Money > Processes & Infrastructure > Research & Development #16 in Kindle Store > Kindle eBooks > Business & Money > Technology > Innovation

Customer Reviews

You have a product idea. Now it's time to see if it solves a real problem, if customers would be willing to pay for it, to understand your market. This book will get you doing that, right away. Without fluff, the book describes how to do customer development and gives you scripts to do cold calls, interviews, etc.Quite useful to the engineer in me that just wants to "add more features".

I couldn't put this book down. I've already shared it with 5 teams (only one day after reading it). If you are teaching or mentoring anybody in the customer discovery process, you've got to share this with them.

I work professionally with customer discovery challenges. I have read a number of books and a vast number of articles addressing the challengers that face entrepreneurs and innovators. Hardly anyone, including Steve Blank, Alexander Osterwalder and other gurus who stress the importance of talking to real customers actually explain how to do it. The all stop short of giving people the hands-on tools and advice they need to get the job done. This book does however. I strongly recommend this book to anyone whose success is dependent on really understanding customers and making sure that (s)he is not building his future business on sand! Well done!

This book is clearly written for pragmatists and people who want to get straight to the facts and application of user research methods. I would couple this with books like Lean UX and Eric Ries' stuff.

This book is recommended by Steve Blank. That was the main reason to read it. I found the book to be delivering exactly what it promised to deliver, and in a an easy, practical way. No unimportant theoretical stuff, but a lot of practical real life stories and examples. The book is a short read, and that's a plus.

Having suffered the first attempts of Product Managers, Startups and Entrepreneurs at successfully interviewing customers, this book is now an integral part of my courses and Product Management coaching services. Thank you for it!

Definitely worth your time. It's a quick read and an awesome way to freshen up your skills. Not only did it answer many of my burning questions, but it also made me think about new important ones. I'm definitely applying this when I go talk to customers this week!

Generally speaking, LEAN START UP methodology seems a bit though and maybe it is difficult to visualize its applications in real world. However, This book provides down-to-earth explanations about customer discovery and customer development. In short, it is a really concise and to-the-point book which help you to know your customer and target market better.

Download to continue reading...

Talking to Humans: Success starts with understanding your customers Get Talking and Keep

Talking French Total Audio Course: The essential short course for speaking and understanding with

confidence (Teach Yourself) Keep Talking German Audio Course - Ten Days to Confidence: Advanced beginner's guide to speaking and understanding with confidence (Teach Yourself: Keep Talking) Get Talking and Keep Talking Japanese Total Audio Course: The essential short course for speaking and understanding with confidence (Teach Yourself Language) Get Talking and Keep Talking Russian Total Audio Course: The essential short course for speaking and understanding with confidence (Teach Yourself) Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers Cengage Advantage Books: Understanding Humans: An Introduction to Physical Anthropology and Archaeology Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Mary Engelbreit 2017 Weekly Planner Calendar: Your Adventure Starts Now Saving Your Marriage Before It Starts: Seven Questions to Ask Before -- and After -- You Marry Saving Your Marriage Before It Starts Workbook for Men Updated: Seven Questions to Ask Before---and After---You Marry Saving Your Marriage Before It Starts Workbook for Women Updated: Seven Questions to Ask Before---and After---You Marry It Starts with the Egg: How the Science of Egg Quality Can Help You Get Pregnant Naturally, Prevent Miscarriage, and Improve Your Odds in IVF It Starts with Food: Discover the Whole30 and Change Your Life in Unexpected Ways BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market Raising the Barre: Big Dreams, False Starts, and My Midlife Quest to Dance the Nutcracker Kids' Easy Quilting Projects (Quick Starts for Kids!) The Call of the Wild (Classic Starts)

Dmca