

# Best Talking to Humans: Success starts with understanding your customers PDF

## TALKING TO HUMANS

Success starts with understanding  
your customers

GIFF CONSTABLE  
with Frank Rindlovski  
illustrations by Tom Fishburne  
and foreword by Steve Blank



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Best Talking to Humans: Success starts with understanding your customers

by *By Giff Constable*

## **Best Talking to Humans: Success starts with understanding your customers PDF**

**Best Talking to Humans: Success starts with understanding your customers by by Giff Constable**

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.

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