

# **Lean Customer Development: Building Products Your Customers Will Buy**

**By Cindy Alvarez**

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### **About Cindy Alvarez | Cindy Alvarez -**

I m the proud author of Lean Customer Development: Building Products Your Customers Will Buy. I enjoy helping startups and enterprise teams apply Lean techniques so

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Cindy Alvarez is the author of Lean Customer Development: Building Products Your Customers Will Buy and Director of User Experience for Yammer (a Microsoft company).