



## Lean B2B: Build Products Businesses Want

*Étienne Garbugli*

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« *This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets.* » - Paul Gillin, Co-Author, Social Marketing to the Business Customer

Finding and validating business opportunities in mid- to large-sized organizations can overwhelm even the most experienced entrepreneurs.

Lean B2B helps technology entrepreneurs meet the challenges while keeping them focused on the right things each step of the way. Packed with more than 20 case studies and insights from over a hundred entrepreneurs, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help you quickly find traction in the enterprise, leaving as little as possible to luck.

The book helps:

- Assess the market potential of opportunities to find the right opportunity for your team
- Find early adopters, quickly establish credibility and convince business stakeholders to work with you
- Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision
- Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit
- Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation

« *Read this book before you schedule even one more meeting about your startup.* » - Jeffrey L. Cohen, Co-Author, The B2B Social Media Book

« *Lean B2B nails the key to being nimble and iterative in the complex, drawn-out world of B2B entrepreneurship: relationships. It captures how I've been running my own Lean B2B practice for years and makes it accessible to anyone.* » - Brian Gladstein, CEO and Founder, Explorics

« *Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate.* - Jill Konrath, Author of *AGILE SELLING* and *Selling to Big Companies*

« *Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago.* » - Jonathan Gebauer, Founder, exploreB2B

« *This complete collection of stories and experiences is the perfect companion resource as you embark on your entrepreneurial journey.* » - Ben Sardella, Co-Founder, Datanyze

« *Lean B2B is a must-read to understand one of the most under-addressed market opportunities by startups: B2B.* » - Wandrille Pruvot, Chief Revenue Officer, Art of Click

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