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### **Summary of 'The Mom Test' (v2 2013-11-05) - SlideShare**

Everyone likes approval â€” especially an entrepreneur who may be a bit anxious or insecure about his or her latest idea. But rather than looking for a pat on the back, says tech entrepreneur Rob Fitzpatrick, doggedly pursue the truth â€” even if it shatters your dream.

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**The Mom Test: How to talk to customers & learn if your**

Author Pitch: The Mom Test by Rob Fitzpatrick Straight-talking Rob Fitzpatrick is a tech entrepreneur who wants you to learn from his mistakes. The Mom Test , his first book, distills his hard-won wisdom into a handy guide for people starting their own businesses.

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