

The Startup Owners Manual Step By Guide For Building A Great Company

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The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, acknowledged catalyst of the "Lean Startup" movement, and tested and refined by him for more than a decade.

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Blank, Steven Gary, and Bob Dorf (2012), The Startup Owner's Manual: The Step-by-Step-Guide for Building a Great Company, K and S Ranch, Inc. K&S Publishing Division. This is a brilliant book about a new approach for entrepreneurs to build lasting companies.

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