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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.

Summary: The Startup Owner's Manual: The Step-by-Step

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His second book, The Startup Owner's Manual, published in March 2012, is a step- by- step guide to building a successful company that incorporates the best practices, lessons and tips that have swept the startup world since The Four Steps was published. His essays on his blog, www.steveblank.com,...

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