

## Steve Blank The Startup Owners Manual

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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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Steve Blank is a Silicon Valley entrepreneur based in Pescadero, California. Blank is recognized for developing the customer development method that launched the lean startup movement, a methodology which recognized that startups are not smaller versions of large companies, but require their own set of processes and tools to be successful. His Lean Launchpad class has become the standard for commercialization for all federal research. Blank writes and teaches about customer development and the l

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Steve Blank The Startup Owners Manual Steve Blank is an entrepreneur, consulting associate professor at Stanford and a senior fellow of innovation at Columbia, co-author of the bestselling books, Four Steps to the Epiphany and The Startup Owner's Manual is the father of modern entrepreneurship. He co-created the Lean Steve Blank Startup Owners ...

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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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