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Startup Owners Manual The Step

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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Steve Blank, Author, The Startup Owner's Manual: SVB CEO Summit West 2012

Power your startup to success with The Startup Owner's Manual. This near-encyclopedic guide unlocks the secrets to startup success - walking you, step-by-step, through the tested and proven Customer Development process created by startup expert Steve Blank. Whether you're launching a physical channel startup or one that will sell through web/mobile channels, on these pages, you'll learn how to ...

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