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educator Steve Blank, and based on his eight valley startups, four of which IPO ed. Blank joined with serial entrepreneur Bob Dorf to build the Startup Owner s Manual as a sequel to Blank s first book, which sparked the Lean Startup movement. The Startup Owner s Manual lays out the best practices, lessons and tips that have swept the startup world, offering a wealth of proven advice and information ...

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A retired eight-time serial  
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The Startup Owner's Manual guides you, step-by-step, as you

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Steve Blank Books for Startups  
Steve Blank is a driving force in innovation, helping to radically reshape how startups are built and how entrepreneurship is taught. His new Startup Owner's Manual is his latest addition for entrepreneurial practitioners.

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Steve created the Customer Development methodology that spawned the Lean Startup movement.

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of startups, leading universities (including Stanford, U.C. Berkeley and Columbia) and the U.S. National Science Foundation, among many others.

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