

## **The Startup Owners Manual The Stepbystep Guide For Building A Great Company**

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The Startup Owner's Manual is a definitive manual for building successful new companies - for entrepreneurs in startups and large companies." — Conrad Egusa, Brownstein & Egusa "The process outlined in The Startup Owner's Manual will prevent the waste, mistakes, and failures that come from launching too soon or too expensively- perhaps exactly what's needed."**

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The Owner's Manual and the Customer Development model it details push startup founders out of the building, where customers live, to transform an entrepreneur's guesses about his or her business...**

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***The Startup Owner's Manual is the business book which tells the reader how to build the successful company by adopting the simple steps. Description of The Startup Owner's Manual by Steve Blank PDF. The Startup Owner's Manual is the business book which shares the tips and tricks to build the profitable organization.***

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***Why?The Startup Owner's Manual guides you, step- by-step, as you put the Customer Development process to work. 4. 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 Startup Owners Manual***

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***why startups are not smaller versions of large companies; explains how startups search for a business model using Customer Development; and details the overall customer development methodology,...***

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***Use it in conjunction with The Startup Owner's Manual -- Founder's Workbook (bit.ly/SIPQqc), an interactive tool for tracking your progress through the Customer Development process. Power your startup to success with The Startup Owner's Manual.***

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***The Checklist Companion to The Startup Owner's Manual***

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

***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.***

***9780984999309: The Startup Owner's Manual: The Step-By ...***

***Editor's note: This is an excerpt from the recently published book, The Startup Owner's Manual, written by entrepreneurs-turned-educators Steve Blank and Bob Dorf. Come back each week for more ...***

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***Written by Bob Dorf and startup expert Steve Blank, The Startup Owner's Manual is the indispensable "how to" reference for any startup founder, investor, entrepreneur or educator, incorporating a decade of hands-on***

***learning about how great startups are built: A detailed, step-by step walk through putting Customer Development to work***

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