

Startup Owner S Manual

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Steve Blank and Bob Dorf June 13, 2012 5 min read Opinions expressed by Entrepreneur contributors are their own. Editor's Note: This is the first of three excerpts from The Startup Owner's Manual,...

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Startup Owners Manual « Startup Owners Manual. 2 Responses. ZEPHANIAH KUNDA, on October 6, 2015 at 7:31 am said: THIS BOOK IS EVERYTHING AN ENTREPRENUER NEEDS. Reply. Pierce Mooney, on May 9, 2019 at 5:58 pm said: I concur ; this book = Epic Win to the Ultimate Proportion. Reply.

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" (The Startup Owner ' s Manual, pg. xxix) Read more reviews of this book on Amazon.com by clicking on the above pic. For those that have already read The Four Steps to the Epiphany, this book is an enhancement and refinement to the concept of Customer Development as laid out in that book.

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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, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability.

The Startup Owner's Manual eBook by Steve Blank ...

The Startup Owner's Manual is what it says: a comprehensive, step-by-step guide to getting startups right. It walks entrepreneurs through the process that gets them out of the building, where customers live, to develop winning products customers will buy.

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It's the indispensable reference guide for any startup founder, entrepreneur, investor or educator. Now a decade after The Four Steps to the Epiphany sparked the Lean Startup revolution, comes its sequel... The Startup Owner's Manual. The Manual incorporates 10 years of learning and best practices that have swept the startup world.

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