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The concept of The Startup Owner's Manual is that it's like a car repair manual but for startup owners. In this book, Steve Blank and Bob Dorf detail all the work (and fun) that needs to happen...

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an interactive tool for tracking your progress through the Customer Development

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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.

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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.

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