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The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company with Steve Blank

The Startup Owner's Manual: The Step-by-Step

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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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