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Power your startup to success with The Startup Owner's Manual. This near-encyclopedic guide unlocks the secrets to startup success - walking you, step-by-step, through the tested and proven Customer Development process created by startup expert Steve Blank. Whether you're launching a physical channel startup or one that will sell through web/mobile channels, on these pages, you'll learn how to ...

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Steve Blank (born 1953) is a Silicon Valley entrepreneur based in Pescadero, California.. Blank is recognized for developing the customer development method that launched the lean startup movement, a methodology which recognized that startups are not smaller versions of large companies, but require their own set of processes and tools to be successful.

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~~and John Rampton (Forbes) at Startup
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Blank, Steven Gary, and Bob Dorf (2012), *The Startup Owners Manual: The Step-by-Step-Guide for Building a Great Company*, K and S Ranch, Inc. K&S Publishing Division. This is a brilliant book about a new approach for entrepreneurs to build lasting companies.

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This book was written by Steve Blank and Bob Dorf, ... This book can be used in conjunction with reading *The Lean Startup* or *The Startup Owner's Manual* by giving you what you need to get up-to-speed quickly with getting your new business found online. [...] Reply. Book Reviews: *The Lean Startup* — Kevin Kauzlaric says:

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Steve Blank (nacido en 1953) es un emprendedor en serie y profesor de

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Silicon Valley que vive en Pescadero, California. [1] Blank es conocido por desarrollar la metodología del Desarrollo de Clientes (Customer Development), que inició el movimiento Lean Startup, una metodología que pone de manifiesto que los nuevos negocios y startups no son versiones reducidas de las grandes empresas, y ...

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In an introduction to the basics of the famous Customer Development Process, Steve Blank provides insight into the key steps needed to build a successful startup. The main idea in this course is learning how to rapidly develop and test ideas by gathering massive amounts of customer and marketplace feedback.

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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, acknowledged catalyst of the "Lean Startup" movement, and tested and refined by him for more than a

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Steve Blank has had a 33-year career as a successful businessman, conservationist and teacher. As a Silicon Valley entrepreneur, Steve was part of/or founded eight venture-backed companies.

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