

Steven Blank Startup Owners Manual

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Steven Blank Startup Owners Manual

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.

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The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company by Steve Blank, Bob Dorf

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This book was written by Steve Blank and Bob Dorf, who are serial entrepreneurs. Steve wrote an earlier book called The Four Steps to the Epiphany, which was critiqued by Bob Dorf. This book was written around the concept of the Customer Development methodology developed by Steve Blank and later led to the Lean Startup phenomenon.

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The concept of The Startup Owner's Manual is that it's like a car

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repair manual but for startup owners. In this book, Steve Blank and Bob Dorf detail all the work (and fun) that needs to happen before launching a product. With so much information, it's a big book. In fact, the size is probably how it most resembles an auto manual.

The Startup Owner's Manual: Summary and Review - HowDo

By Simon Cocking, review of The Start-Up Owner's Manual, by Steven Blank and Bob Dorf. The Start-Up Owner's Manual (ISBN: 9781119690689) is a comprehensive, step-by-step guide that details the process for building a successful, profitable, scalable startup. Split into four distinct sections - Getting Started, Customer Discovery, Customer Validation, and a series of Customer Development ...

Start-Up Owner's Manual, Steven Blank, Bob Dorf, reviewed

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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.

How to Build a Startup | Udacity Free Courses

Steve Blank and Bob Dorf co-authored The Startup Owner's Manual, which was released in March 2012. The 608-page reference manual details a scientific approach to entrepreneurship and emphasizes the importance of "rigorous and repeated testing." The work draws on ideas from Business Model Generation and The Four Steps to the Epiphany.

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Steve Blank - Wikipedia

Steve wrote a book (actually his class text) about building early stage companies: Four Steps to the Epiphany. He followed it in 2012 with his next book; The Startup Owner's Manual. John Rampton,...

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