



The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company



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Steve Blank, Bob Dorf

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572 pages

Revue de presse

"To avoid infant/instant mortality of your venture and boost success chances, this book is a 'must-have' and 'must practice.' ---- Alexander Osterwalder, author, "Business Model Generation"

"... a seminal text in the new experiential and inquiry-based methods of entrepreneurship education." ---- Patrick Vlaskovits, co-author, "The Entrepreneur's Guide to Customer Development"

"The best \$40 investment you can make in your startup." ---- EdSurge Présentation de l'éditeur

It's been called the bible for startups and the best \$40 investment a startup can make (on sale at Amazon.com for far less)! A startup without customers is like a day without oxygen, and the Startup Owner's Manual helps founders get it right and shows you how to get, keep, and grow customers, literally every step of the way. This new step-by-step owner's manual walks entrepreneurs step-by-step through the proven, world-renowned Customer Development process for getting startups right the first time. The Owner's Manual is adding value, structure and success to thousands of great young companies. The Customer Development process was developed by Silicon Valley serial entrepreneur-turned-educator Steve Blank, and based on his eight valley startups, four of which IPO'd. Blank joined with serial entrepreneur Bob Dorf to build the Startup Owner's Manual as a sequel to Blank's first book, which sparked the Lean Startup movement. The Startup Owner's Manual lays out the best practices, lessons and tips that have swept the startup world, offering a wealth of proven advice and information for entrepreneurs of all stripes. This near-encyclopedia, 608-page how-to manual: Guides startups of all types in their search for a scalable, profitable business model Explains the 9 deadly sins startups commit most often and helps you avoid them Incorporates the business model canvas as the starting point for any startup Provides separate paths and advice for physical versus web/mobile products Explains how to test and iterate your company's road to product/market fit Details strategies and tactics for how to get, keep and grow customers Teaches a new math for startups -- metrics that matter Includes detailed checklists at every step of the process ...and provides hundreds of ideas, watch-outs and how-tos for founders!

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