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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 ed. 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.

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Blank, Steven Gary, and Bob Dorf (2012), The Startup Owner's Manual: The Step-by-Step-Guide for Building a Great Company, K and S Ranch, Inc. K&S Publishing

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Steve Blank is a Silicon Valley entrepreneur based in Pescadero, California. Blank is recognized for developing the customer development method that

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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 decade.

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Steve Blank, former Silicon Valley serial entrepreneur, now teacher of entrepreneurship and author,

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