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The Startup Owner's Manual:  
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Steve Blank, former Silicon Valley serial entrepreneur, now teacher of entrepreneurship and author, discusses his new book, The Startup Owner's Manual.

Steve Blank, Author, The Startup Owner's Manual: SVB CEO ...

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 Division. This is a brilliant book about a new approach for

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