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### **Steve Blank The Startup Owners**

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Steve Blank. He is an adjunct professor of entrepreneurship at Stanford; lectures at the UC Berkeley Haas School of Business, and is a senior fellow at Columbia University. He has written four books: The Four Steps to the Epiphany, Not All Those Who Wander Are Lost, The Startup Owner's Manual and Holding a Cat by the Tail.

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Editor's note: This is the first piece in a 12-part series exclusive to Inc.com featuring excerpts from the recently published book, The Startup Owner's Manual, written by serial entrepreneur ...

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About the author (2012) A retired eight-time serial entrepreneur-turned-educator and author, Steve Blank has changed how startups are built and how entrepreneurship is taught around the globe. He is author of the bestselling The Startup Owner's Manual, and his earlier seminal work, The Four Steps to the Epiphany,...

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