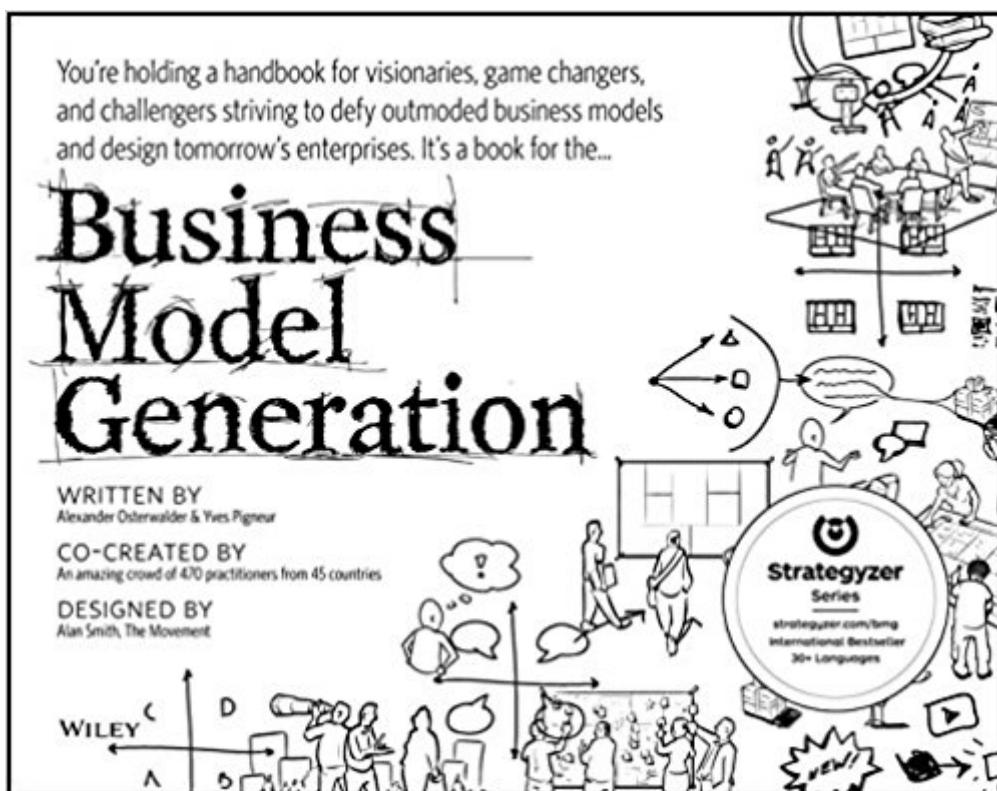


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# Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers



## Synopsis

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

## Book Information

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Business Model Generation 'Business Model Generation' offers you powerful,

simple, tested tools for understanding, designing, and implementing a new business model or analyzing and renovating an old one. **Value Proposition Design** helps you tackle a core challenge of every business: creating compelling products and services customers want to buy. Using the same stunning visual format as *Business Model Generation*, this sequel explains how to use the *Value Proposition Canvas*, a practical tool to design, test, create, and manage products and services customers actually want. **The Big Pad of Business Model and Value Proposition Canvases** This supplement to the bestselling books, *Business Model Generation* and *Value Proposition Design*, gives you more space to scribble, brainstorm, and move sticky notes with 50 blank, extra-large, tear-out Business Model Canvases and 50 blank, extra-large, tear-out Value Proposition Canvases. The large format makes it easier to keep the creative ideas flowing, be inspired, and share your work with others.

**Business Model You** Most of us lack a structured way to reinvent ourselves, even as changing workplace business models make professional and personal life more challenging than ever. *Business Model You* is your guide to replacing career uncertainty with career confidence by using the single-page blueprint that's helped reinvent thousands of organizations worldwide.

*Business Model Generation* is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need *Business Model Generation*. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. *Business Model Generation* features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change

the rules, you belong to "the business model generation!" The Power of If  
Questions Content from authors Alexander Osterwalder and Yves Pigneur We often have trouble conceiving innovative business models because we are held back in our thinking by status quo. The status quo stifles imagination. One way to overcome this problem is to challenge conventional assumptions with "what if" questions. With the right business model ingredients, what we think of as impossible might just be doable. "What if" questions help us break free of constraints imposed by current business models. They should provoke us and challenge our thinking. They should disturb us as intriguing, difficult-to-execute propositions. What if... furniture buyers picked up components in flat pack form from a large warehouse and assembled the products themselves in their homes? What is common practice today was unthinkable until IKEA introduced the concept in the 1960s. Airlines didn't buy engines for their airplanes, but paid for every hour an engine runs? That is how Rolls-Royce transformed itself from a money-losing British manufacturer into a service firm that today is the world's second biggest provider of large jet engines. Voice calls were free worldwide? In 2003 Skype launched a service that allowed free voice calling via the internet. After five years, Skype had acquired 400 million registered users who collectively had made 100 billion free phone calls.

an impressively comprehensive compendium of many of the most current ideas concerning the structure and development of businesses.' (Anglohigher.com, May 2011). ... this handbook is likely to prove an excellent help for evaluating business models . (Anatello.com, July 2011).

[Good]It looks really great inside and out. This book can be used as inspiration for doodle or sketching note taking (visual notes).It covers basic concepts.The actual book quality is great and it helps justify the price.[Ok]It's funny and really strange how they included creatives in the picture but completely ignored and left out engineers or scientists i.e. the 'builders' and 'makers'[Bad]There's not much actual content, which is kind of good when I get to the next point.It's archaic and out of date. The new model of business thinking is that everything (including the business plan) is just an assumption that needs to be tested. This book tends to assume that your business plan is a near perfect prediction bible for your business.[Verdict]It's still worth a look given the visuals.

This book was recommended to me by a very prominent venture capitalist from Silicon Valley. He keeps a stack of these books in his office to give out to entrepreneurs that have a great idea and

need a great business model to match. I had to buy mine myself since I don't live in the Valley but I am so glad I did. If you're an entrepreneur, founder, or company vision decision maker, you NEED this book. The tips, tools, and techniques in this book are simply amazing and will help you see your business model in a new, better light. I have bought several copies of it now as well, to give out to my co-founders and business associates. I could go into details about what it contains but everyone's already done that, and you can view sections of the book right here on the preview. Can't say enough good things about this book!

Another book that is an essential read for entrepreneurs and established business owners. The Business Model Canvas is a great tool to bring all of the basic elements for a business together. Good for planning and good for troubleshooting.

[1] How I Heard About The Book...Mike Rhodes [...] was the first person I heard speak about this book during one of our mastermind sessions; as a great business planning tool. This choice of word, TOOL, really caught my attention, as you very rarely hear a book being referred to as a tool. Reference guide sure, but tool ?[2] The Lesson/Argument in Three Sentences...If you are in the planning stages of a business, this is a fantastic book worth reading and using as, Mike described it, A TOOL. .At the core of this book, it is a tool or business planning template, referred to as the 'Business Model Canvas', breaking down the key elements of every good business:- Customer Segments- Value Proposition- Channels- Customer Relationships- Revenue Streams- Activities- Resources- Partners- Cost StructureOnce you've read through the book, you can continually come back to this canvas to plan out business ideas, project ideas, business unit ideas etc etc. The layout and design of this book is brilliant, and the iPad app that goes with the book is a must have if you are serious about planning out a business before jumping in.[3] Why Read It ...If you are starting a new business, or even business unit, this book (more so it's canvas template) is a brilliant tool to help "think through the idea".... Too many people jump into a business, get started, spend money before they have thought completely through the business idea and plan. The simple caves/template is such an easy and quick way to get all your thoughts down, and clearly see the gaps in your thinking.[4] Key Chapters ...- Definition of a Business Model- The Business Model Canvas- FREE as a Business Model- Evaluation Business Models- Business Model Design Process[5] Consumption Method [Audio,eBook,Paperback etc] ...Paperback + IPad App.[6] Other Similar Books Worth Checking Out ...Ã  was the first person I heard speak about this book during one of our mastermind sessions; as a great business planning tool. This choice of word, TOOL, really caught

my attention, as you very rarely hear a book being referred to as a tool. Reference guide sure, but tool ?[2] The Lesson/Argument in Three Sentences...If you are in the planning stages of a business, this is a fantastic book worth reading and using as, Mike described it, A TOOL. .At the core of this book, it is a tool or business planning template, referred to as the 'Business Model Canvas', breaking down the key elements of every good business:- Customer Segments- Value Proposition- Channels- Customer Relationships- Revenue Streams- Activities- Resources- Partners- Cost StructureOnce you've read through the book, you can continually come back to this canvas to plan out business ideas, project ideas, business unit ideas etc etc.The layout and design of this book is brilliant, and the iPad app that goes with the book is a must have if you are serious about planning out a business before jumping in.[3] Why Read It ...If you are starting a new business, or even business unit, this book (more so it's canvas template) is a brilliant tool to help "think through the idea".... Too many people jump into a business, get started, spend money before they have thought completely through the business idea and plan.The simple canvas/template is such an easy and quick way to get all your thoughts down, and clearly see the gaps in your thinking.[4] Key Chapters ...- Definition of a Business Model- The Business Model Canvas- FREE as a Business Model- Evaluation Business Models- Business Model Design Process[5] Consumption Method [Audio,eBook,Paperback etc] ...Paperback + IPad App.[6] Other Similar Books Worth Checking Out ...Business Model You: A One-Page Method For Reinventing Your CareerThe Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses[7] What Was Missing ...I think the book could have used a little more depth when it came to examples and case studies... It's got a lot, don't get me wrong, but I think they could have gone a little deeper in places.

Outstanding book. Very useful for creating and organizing new ideas. Lots of real world examples -- all from 2010 but still timely and many were about products and services we use today. Our team plans to use it to do a deep dive into the viability of our current project

This book is for a graduate class...It has great information, however, it does not work on your desktop Kindle. You literally have to read; no text to speech available with your Kindle; so old school!

This might deserve a 5 star rating for the right people. I found the preaching about good design at odds with the book itself. Many pages have very small font size that make reading a challenge, and wide open space around the words. I don't need this space for notes. Provide an alternate version

for some that might be visually challenged.I could easily see this as a book used in education for a business startup class.

The book uses a great layout, great illustrations, pictures and interesting graphs and contrasts. It also is easy to read and understand. The toolkit provided within the pages will serve the entrepreneur well in helping organize and sort through what is a very challenging component of business plan development - the conceptualization of the model itself.The book falls short of a fifth star largely because it lacks the type of specific case studies and examples that I would have liked to see. The Canvas that is used as the framework for analysis and development is powerful, but also general in nature. The "how" through example would provide some breadcrumbs for the user to better apply the tools and organize the approach.Having said that, the methodology is strong, the tools unique and powerful, and the book eminently readable and useful.

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