

Big data for business

Week 5 - Value creation with data

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1. Must read

One great book giving method and perspective to organize the creation of business models: Business Model Generation

A book focusing more on the entrepreneurial side of value creation, giving methods to shape value proposals and iterate on them: The Lean Startup (Links to an external site.) (available at the Learning Hub) + companion website (Links to an external site.).

A book focusing on the concept of value proposition: how to define the core value creation of our business?

→ <https://strategyzer.com/books/value-proposition-design> (by the team who created "Business Model Generation")

+ Blue Ocean

The end

Find references for this lesson, and other lessons, [here](#).



This course is made by Clement Levallois.

Discover my other courses in data / tech for business: <http://www.clementlevallois.net>

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