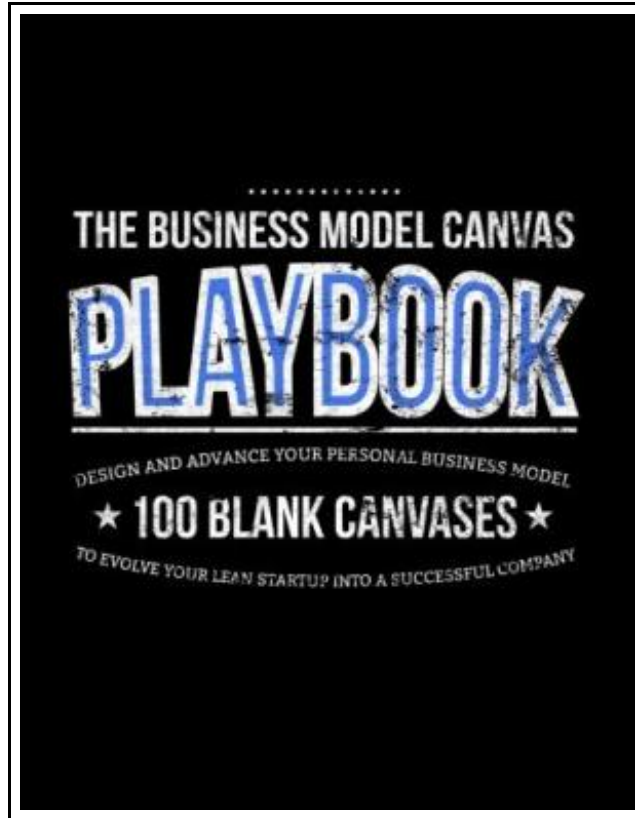


The Business Model Canvas Playbook: Design and Advance Your Personal Business Model on 100 Blank Canvases to Evolve Your Lean Startup Into a Successful Company



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Reviews

It is great and fantastic. I actually have read and so i am certain that i am going to going to go through once again yet again in the future. I realized this ebook from my dad and i encouraged this book to find out.

(Dr. Kayden Gerlach)

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Createspace, United States, 2014. Paperback. Book Condition: New. Large Print. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.A MUST HAVE FOR VISIONARIES, ENTREPRENEURS, EXECUTIVES AND CONSULTANTS WITH A GAME CHANGING ATTITUDE This is not a fiction or non-fiction book. It is also not a workbook. So what is it then? This book consists of several worksheets. To be precise: 100 blank business model canvases. Since worksheet did not sound appealing enough, we chose playbook. A playbook contains a sports team's strategies and plays. Very similar to a business model of startups / companies. WHAT IS A CANVAS? Alexander Osterwalder's business model canvas presents a visual overview of the nine components of any business on one page. This page has nine boxes that depict the details of a company's product, customers, channels, demand creation, revenue models, partners, resources, activities and cost structure. HOW SHOULD I USE THIS PLAYBOOK? What exactly you do with it is up to you. I personally recommend you fill the canvases with your ideas, guesses, visions and strategies, then you experiment and test things in real life and change your business model along the way. To do it the right way I highly recommend reading: 1. Business Model Generation by Alexander Osterwalder Yves Pigneur. The inventors of the business model canvas. A must! Enough said. 2. The Lean Startup by Eric Ries. Successfully launch your startup and prevent failure. 3. The Startup Owner's Manual by Steven Blank Bob Dorf: As stated by Blank Dorf, 2012 in The Startup Owner's Manual As a startup moves through the Customer Development process, it will use the business model canvas as a scorecard, by posting the hypotheses about each component of the model and then revising the hypotheses as...



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