

# VALUE PROPOSITION DESIGN: HOW TO CREATE PRODUCTS AND SERVICES CUSTOMERS WANT

If you liked "Business Model Generation," you'll love "Value Proposition Design." The sequel builds on the same visual format and practical tools that made the first one so useful. It shows you how to use the Value Proposition Canvas, a practical business tool to design, test, create, and manage products and services customers want. It compliments and perfectly integrates with the Business Model Canvas from "Business...



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### Value Proposition Design: How to Create Products and Services Customers Want

Author	Alexander Osterwalder
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## Peek Inside the Book

Your customers are the judge, jury, and executioner of your value proposition. They will be merciless if you don't find fit! Alexander Osterwalder, Value Proposition Design: How to Create Products and Services Customers Want //

## Reader's Opinions

This is the second book in a series by strategyzer.com. The first book was called 'Business Model Generation' and it was a game changer. The design, the layout, the thought that went into making something so useful was...