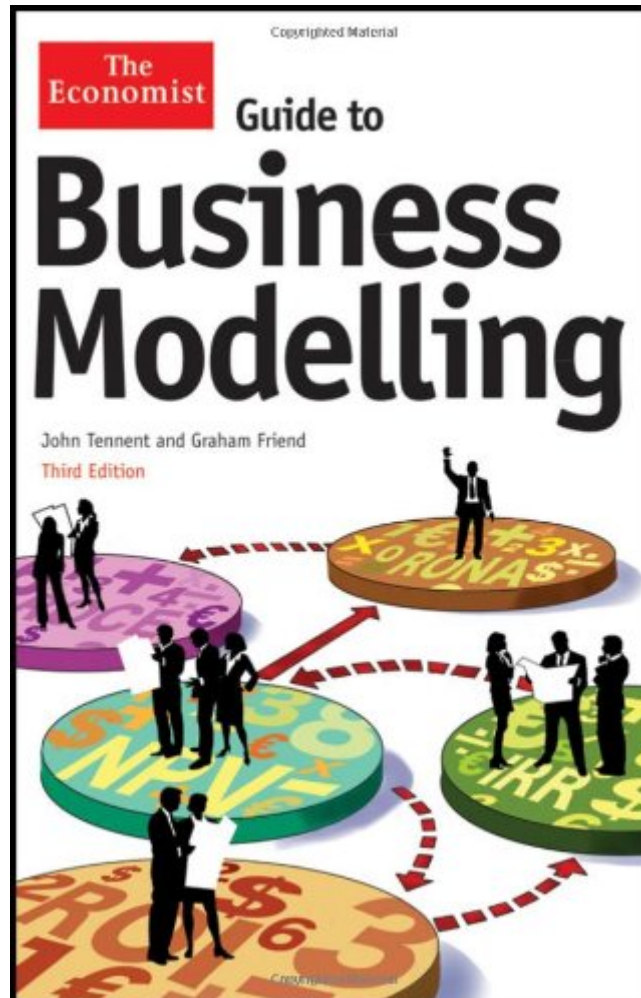


# Guide to Business Modelling PDF



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Guide to Business Modelling by John Tennent, Graham Friend ISBN 1118095537

**The revised and updated guide to business modeling**

Full of practical help on how to build the best, most flexible, and easy-to-use business models that can be used to analyze the upsides and downsides of any business project, *Guide to Business Modeling, Third Edition* is essential reading for the twenty-first century business leader. This radically revised guide to the increasingly important fine art of building business models using spreadsheets, the book describes models for evaluating everything from a modest business development to a major acquisition.

- New edition of widely acclaimed guide to business decision-making
- Fully Excel 2010 aligned with enhanced Excel and business content
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## **Guide to Business Modelling Review**

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