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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

By Marco Meyer

Createspace, United States, 2014. Paperback. Book Condition:

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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, than

you experiment and test things in real life and change your

business model along the way. To do...



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Reviews

This pdf is wonderful. It is definitely simplified but excitement from the 50 percent in the ebook. You wont sense monotony at at any time of your time (that's what catalogues are for relating to should you request me).

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