

Access Free Osterwalder  
Business Model Generation

# Osterwalder Business Model Generation

Applying the Business Model Canvas:  
A Practical Guide for Small  
Businesses is a book that was written  
for the entrepreneur trying to come up

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with a workable new business model. It teaches entrepreneurs using the Socratic Method of asking and answering questions to complete each of the 13 building blocks of the Business Model Canvas and the Value Proposition Model. Through this process, the reader will be able to turn

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abstract ideas into a practical business model in no time. Applying the Business Model Canvas: A Practical Guide for Small Businesses is a concise and easy to read guide packed with solid advice and examples that will help entrepreneurs refine their business ideas before they

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launch. This book also helps the reader avoid costly mistakes.

Business Model Generation  
A Handbook for Visionaries, Game  
Changers, and Challengers  
John Wiley  
& Sons

Originally conceived by Alexander  
Osterwalder, the Business Model

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Canvas is widely used by entrepreneurs to document the status of their business models. In principle, the Business Model Canvas can be used as a versatile tool for discovering and solving any type of pain on the planet. However, the Business Model Canvas is sub-optimally used. The

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Business Model Canvas has 12 "handicaps" that constrain it as a versatile tool for Open & Multilevel Pain Solving. This book critically and deeply explores the Business Model Canvas with a view to identifying as well as fixing its handicaps. Complementary tools such as the

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Business Model Strip, POKER Scorecard, and POKER Canvas are suggested to be used so that the full potential of the Business Model Canvas can be realized.

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful,

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scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's



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Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This

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608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to

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bring your business idea to life •  
Incorporate the Business Model  
Canvas as the organizing principle for  
startup hypotheses • Identify your  
customers and determine how to "get,  
keep and grow" customers profitably •  
Compute how you'll drive your startup  
to repeatable, scalable profits. The

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Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Visual Collaboration

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Strategy in 3D

How to Constantly Reinvent Your  
Organization with Inspiration From the  
World's Best Business Models

How to Win in the Digital Age

24 Steps to a Successful Startup

Transformative Ecological Economics

Running Lean

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This book finally gives innovators an alternative to the painful writing of business plans. Not only an alternative but also a more effective, faster and easier way to convince investors and decision-makers: the Opportunity

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Case is a more user-friendly way of analyzing and presenting a project, which has been quickly adopted by many multinational corporations, public sector organizations as well as start-ups. It also addresses a central

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problem in existing businesses:  
many people have good ideas  
but very few of these innovations  
are actually implemented. The  
content of this book proposes the  
first practical process that has  
been demonstrated to boost



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innovation by up to 56%.

"Winning Opportunities" presents the IpOp Model that outlines in a very concrete and down-to-earth way, the core process of innovation that successful entrepreneurs and intrapreneurs

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use, even unconsciously. The model acts as a simple hands-on guide for innovators who want to increase their chances of success. This structured and user-friendly roadmap helps innovators turn an idea into a

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tangible opportunity, outline measurable deliverables, learn how to address all the key issues critical to the success of their project, and identify early in the process whether an opportunity is worth pursuing. To illustrate its

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concepts, a large number of real-life examples are included as inspiration to the reader.

Nespresso's strategy is used throughout the book to demonstrate each key step of the IpOp Model. It is the first time

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in print one can read about the strategy that shaped the fascinating success story of Nespresso, a \$3 billion business with double-digit annual growth. Both Nespresso and the IpOp Model were developed in

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Switzerland, which was recently ranked No. 1 in innovation worldwide. Besides helping start-up initiators, the IpOp Model, as best practice for innovation, improves and complements the existing selection of innovation

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processes used by large organizations (staged gate, six sigma, etc.). Since learning is easier when emotions are included in the process, each chapter is preceded by a joke illustrating its serious content.

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The author, Prof. Raphael H Cohen took advantage of his 30+ years experience as serial entrepreneur, active CEO and business angel to write this book to encapsulate some of the key messages he has been teaching



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in top business schools and corporate environments since 2001. He is a keynote speaker and an expert in both professional agility and "weapons of mass innovation." Besides his responsibility as

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academic director of MBA programs, he provides executive education, mentoring, consulting and management services for senior executives, bankers, directors and entrepreneurs. He serves on the board of directors

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of several companies, including a Swiss bank, and is a regular contributor to several business publications. He obtained his Ph.D. in Economics in 1982" Ready to take your business to the next level? Find out

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everything you need to know about the Business Model Canvas with this practical guide. An increasing number of people are taking the plunge and creating their own businesses, choosing to be their own boss

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and create their own profits. Yet this is no mean feat, which is why it is essential to have a solid business plan. This guide will teach you all about the Business Model Canvas and how it can increase your value proposition,

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and improve your company. In 50 minutes you will be able to:

- Identify the nine factors affected by the Business Model Canvas and why they are important
- Analyse concrete applications of the Business Model Canvas

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with real-life case studies • Learn more about the limits and criticism of the tool, so that you can apply the BMC effectively and use it alongside other complementary tools ABOUT 50MINUTES.COM | COACHING

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The Coaching series from the 50Minutes collection is aimed at all those who, at any stage in their careers, are looking to acquire personal or professional skills, adapt to new situations or simply re-evaluate their work-life



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balance. The concise and effective style of our guides enables you to gain an in-depth understanding of a broad range of concepts, combining theory, constructive examples and practical exercises to enhance

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your learning.

Don't Just Plan-Zero In on a  
Winning Business Model! Before  
you write a business plan, before  
you start marketing, before you  
look for funding, you should  
develop the most important tool

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in your business arsenal: a business model. A great business model sets amazing successes apart from failures. Don Debelak reveals how to create a winning business concept, develop a business

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plan around it, and turn it into a successful business venture.

Whether you're starting a new business or looking to revitalize an existing operation, you'll learn: What a model is, why it's important, how it works and how

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it can improve your business  
How to maximize your chances  
of success with an easy-to-use  
scoring system How to use your  
business model to increase your  
chances of receiving funding  
Strategies for using your model

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to write a business plan that really works Take your business to the height of success with this can't-miss strategy.

Why are some products a hit while others never see the light of day? While there's no

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foolproof way to tell what will succeed and what won't, every product has a chance as long as it's supported by research, careful planning, and hard work.

-Written by successful product manager Marc Abraham, My

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Product Management Toolkit is a comprehensive guide to developing a physical or digital product that consumers love. Here's a sample of what you'll find within these pages:  
Strategies for determining what



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customers want-even when they  
don't know themselves Clear  
suggestions for developing both  
physical and digital products  
Effective methods to constantly  
iterate a product or feature  
Containing wisdom from

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Abraham's popular blog, this book explores product management from every angle, including consumer analysis, personnel management, and product evolution. Whether you're developing a product for a

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small start-up or a multinational corporation, this book will prove invaluable.

Design a Better Business  
Proven Tools for Converting  
Your Projects Into Success  
(Without a Business Plan) -

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Black and White Edition  
In the Software Industry  
Operating Model Canvas  
5 Tools to Align Team Members,  
Build Trust, and Get Results Fast  
Essential Tools to Diagnose,  
Decide, and Deliver

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## The Startup Owner's Manual

*How to use this book: 8  
Chapters; 48 Case studies;  
20 Tools; 7 Core skills; 29  
Designers; 36 Hacks; >150  
Visuals.*

*The bestselling classic that  
launched 10,000 startups and*

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*new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new*

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*ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies*

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*execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off*



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*their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing*

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*your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your*

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*business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany.*

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*Essential reading for anyone starting something new. The Four Steps to the Epiphany was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as*

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*the prior release and should not be considered a new or updated product.*

*A one-page tool to reinvent yourself and your career The global bestseller Business Model Generation introduced a unique visual way to*

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*summarize and  
creatively brainstorm any  
business or product idea on  
a single sheet of  
paper. Business Model You  
uses the same powerful one-  
page tool to teach readers  
how to draw "personal*

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*business models," which reveal new ways their skills can be adapted to the changing needs of the marketplace to reveal new, more satisfying, career and life possibilities.  
Produced by the same team*

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*that created BusinessModel  
Generation, this book is  
based on the Business  
ModelCanvas methodology,  
which has quickly emerged as  
the world's leading business  
model description and  
innovation technique. This*



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*book shows readers how to:  
Understand business model  
thinking and diagram their  
current personal business  
model Understand the value  
of their skills in the  
marketplace and define their  
purpose Articulate a vision*

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*for change Create a new  
personal business model  
harmonized with that vision,  
and most important, test and  
implement the new model When  
you implement the one-page  
tool from Business ModelYou,  
you create a game-changing*

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*business model for your  
life and career.*

*O método de uma página para  
reinventar sua carreira e a  
si mesmo O best-seller  
mundial Business Model  
Generation: Inovação em  
Modelos de Negócios*

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*introduziu uma maneira visual única para resumir e criativamente debater qualquer negócio ou ideia de produto em uma única folha de papel. Business Model You: O Modelo de Negócios Pessoal usa o mesmo método*

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*poderoso de uma página para ensinar aos leitores como desenhar "modelos de negócios pessoais", que revelam novas formas de suas habilidades serem adaptadas às necessidades de mudança do mercado para revelar*

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*novas e mais gratificantes possibilidades na carreira e na vida. Produzido pela mesma equipe que criou o Business Model Generation, este livro é baseado na metodologia Business Model Canvas, que rapidamente se*

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*tornou referência mundial quando se fala de inovação. Este livro mostra ao leitor como:*

- *Compreender o pensamento do modelo de negócios e desenhar o seu atual modelo de negócio pessoal.*
- *Posicionar o*

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*valor de sua habilidade no mercado e definir o seu propósito. - Articular um plano para mudança. - Criar um novo modelo de negócio pessoal harmonizado com este plano para mudança e - mais importante - a testar e a*



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*implementar esse novo modelo. - Criar um novo e efetivo modelo de negócio para a sua vida e a sua carreira. Apresentação à edição brasileira: É com grande alegria que apresentamos a edição*

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*brasileira do Business Model  
You. Este tema tem  
transformado nossas vidas,  
nos proporcionado o  
conhecimento de novos  
amigos, estabelecido novos  
marcos e ampliado o campo  
das possibilidades. A*

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*produção do conteúdo do  
Business Model You: O Modelo  
de Negócios Pessoal teve  
origem em uma comunidade via  
internet  
([www.businessmodelyou.com](http://www.businessmodelyou.com))  
que reuniu os principais  
autores do Business Model*

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*Generation, Alexander Osterwalder e Yves Pigneur, e, com a iniciativa de Tim Clark, gerou um produto direcionado para auxiliar pessoas a pensarem em suas vidas. A iniciativa reuniu 328 profissionais em 43*

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*países. Em tempos de mudanças frenéticas, as organizações têm se deparado com concorrências antes não imaginadas, decorrentes da inovação e da globalização. Diante desse quadro, as empresas passam a contratar*

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*peessoas dentro de projetos para trabalhar por resultados e não mais por atividade, e os profissionais tornam-se empresários de si próprios. Ao mesmo tempo, amplia-se a necessidade do cultivo de*

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*uma visão empreendedora por parte dos profissionais, quer seja a sua própria carreira, quer seja a sua posição dentro do contexto organizacional. Passamos a nos engajar em empreendimentos originados*

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*por boas ideias, que geram bons projetos e que devem ser pautados pela ética para que consigam decolar dentro deste mercado complexo e competitivo. A antiga forma das relações de trabalho, que tantas vezes provocaram*



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*ansiedade nas pessoas por ser o eixo no qual se organizava a vida associativa começa a ter um fim, abrindo espaço para novas possibilidades de relacionamento da vida humana organizada. Então,*

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*como ser diferente dentro do quadro que se apresenta para as pessoas que se agrupam em torno de um objetivo comum? Como despertar a visão empreendedora dos futuros líderes que comandarão esta sociedade em mudanças? Como*

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*resgatar o senso de ética em nossos empreendedores? Como educar os nossos jovens para essa visão desafiadora da vida? Estas têm sido algumas das perguntas que nos têm motivado nos últimos anos, promovendo uma oportunidade*

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*ou espaço que estimule a autorreflexão, a formação do caráter, o cultivo de valores, o desenvolvimento do nível de consciência que formam cidadãos empreendedores e comprometidos. Vemos alguns*

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*sentimentos predominarem entre muitos profissionais que necessitam de um apoio em sua carreira ou negócios: medo, dúvida ou descrença ocorrem eventualmente. E o que precisamos é despertar a confiança. Quando o padrão*

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*de comportamento vigente é o medo, a energia resultante é de competição e o relacionamento interpessoal é superficial, conseqüentemente, a evolução das pessoas acontece de forma isolada. Por sua vez,*

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*se o padrão for de  
confiança, a energia  
reinante será de colaboração  
e ocorre a coevolução entre  
as pessoas. O mundo está  
passando por constantes  
mudanças, onde todos os  
valores estão sendo*

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*questionados. Por um lado, temos uma corrida pela cultura globalizada, o ser melhor, a missão de competir e de ganhar sempre. Do outro, temos a visão de uma aldeia humana, onde resgatamos nossos valores,*



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*importando realmente o  
brilho de cada um, a sua  
contribuição e prevalecendo  
a colaboração. O Business  
Model You é um convite para  
que as pessoas desenvolvam  
uma nova percepção para o  
entendimento da vida em*

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*sociedade e o papel que lhes é atribuído. Não são receitas ou fórmulas de autoajuda, mas uma descoberta de processo de autorreflexão com resultados que vão além do que se pode prever. Por exemplo: o*

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*hidrogênio é inflamável, o oxigênio é respirável. Quando juntamos H e O, temos a água que é “bebível”, correspondendo a uma propriedade nova, inesperada, inexplicável a partir de “inflamável” ou*

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*“respirável”. Quando juntamos diferentes olhares, um novo olhar surgirá inesperado e inexplicável. Assim é a vida. O Business Model You abre essa possibilidade de encontrar outras fórmulas para a vida*

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*das pessoas. Cruzar especialidades e conhecimentos e descobrir novos significados, de uma forma simples e direta, divertida e inteligente. Diferente de outros livros voltados à orientação*

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*vocacional ou de carreira, este livro proporciona o pensamento visual e resgata a cor e o lúdico para as pessoas. Esperamos sinceramente que ele possa ser tão significativo para quem o ler, assim como foi*

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*para nós participar do seu  
processo de cocriação.  
Desejamos a todos uma ótima  
leitura! Maria Augusta  
Orofino e Renato Nobre  
Editores do blog  
bmggenbrasil.com e  
cocriadores junto aos demais*

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*328 profissionais do  
Business Model You.  
Business Model You: O Modelo  
de Negócios Pessoal  
A Supplement to Business  
Model Generation and Value  
Proposition Design  
Business Model Innovation*



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*for Growth and Renewal  
A Handbook for Visionaries,  
Game Changers, and  
Challengers with Epub  
Reflowab Set  
Summary of Alexander  
Osterwalder & Yves Pigneur's  
Business Model Generation*

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*Process Philosophy, Ideology  
and Utopia*

*The Kindness Method*

**Johnson focuses not so much on the development of new technologies and products as on the implementation of new business models. A successful business model depends on four**

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**aspects--a customer value proposition (CVR), a profit formula, and the key resources and processes that need to be in place in order to deliver value to the customer. Building on this simple model, Johnson explores, using a number of case studies, how companies can move into transforming existing**

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**markets, creating new markets, and  
emerging in a strong position from  
times of industry upheaval.**

**NEW YORK TIMES BESTSELLER**

**WASHINGTON POST BESTSELLER**

**Winner of the getAbstract 17th  
International Book Award "The  
Seventh Sense is a concept every**

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**businessman, diplomat, or student should aspire to master--a powerful idea, backed by stories and figures that will be impossible to forget." -- Walter Isaacson, author of Steve Jobs and Leonardo da Vinci**

**Endless terror. Refugee waves. An unfixable global economy. Surprising election results.**

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**New billion-dollar fortunes. Miracle medical advances. What if they were all connected? What if you could understand why? The Seventh Sense is the story of what all of today's successful figures see and feel: the forces that are invisible to most of us but explain everything from explosive**

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**technological change to uneasy political ripples. The secret to power now is understanding our new age of networks. Not merely the Internet, but also webs of trade, finance, and even DNA. Based on his years of advising generals, CEOs, and politicians, Ramo takes us into the opaque heart of our world's rapidly**

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**connected systems and teaches us what the losers are not yet seeing--and what the victors of this age already know.**

**The long-awaited follow-up to the international bestsellers, Business Model Generation and Value**

**Proposition Design Alex Osterwalder and Yves Pigneurs' Business Model**



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**Canvas changed the way the world creates and plans new business models. It has been used by corporations and startups and consultants around the world and is taught in hundreds of universities. After years of researching how the world's best companies develop, test, and scale new business**

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**models, the authors have produced their definitive work. The Invincible Company explains what every organization can learn from the business models of the world's most exciting companies. The book explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have**

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**been able to create immensely successful businesses and disrupt entire industries. At the core of these successes are not just great products and services, but profitable, innovative business models--and the ability to improve existing business models while consistently launching new ones. The**

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**Invincible Company presents practical new tools for measuring, managing, and accelerating innovation, and strategies for reducing risk when launching new business models. Serving as a blueprint for your growth strategy, The Invincible Company explains how to constantly stay ahead of your competition. In-**

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**depth chapters explain how to create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools—such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy**

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## **Framework, and the Culture**

**Map—enable readers to understand how to design invincible companies. The Invincible Company: ? Helps large and small companies build their growth strategy and manage their core simultaneously ? Explains the world's best modern and historic business**

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**models ? Provides tools to assess your  
business model, innovation readiness,  
and all of your innovation projects  
Presented in striking 4-color, and  
packed with practical visuals and tools,  
The Invincible Company is a must-have  
book for business leaders,  
entrepreneurs, and innovation**

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**professionals.**

**100 Blank, Extra Large, Tear-Out  
Canvases Give You More Space to  
Brainstorm and Strategize Millions of  
people use the Business Model Canvas  
and the Value Proposition Canvas to  
clearly understand customers, create  
better products, and grow businesses.**



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**This supplement to the bestselling books, *Business Model Generation* and *Value Proposition Design* gives you more space to scribble, brainstorm, and move sticky notes—with 50 blank, extra-large, tear-out Business Model Canvases (15” x 11” or 38cm x 28cm) and 50 blank, extra-large, tear-out**

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**Value Proposition Canvases (15" x 11" or 38cm x 28cm). The large format makes it easier to keep the creative ideas flowing, be inspired, and share your work with others. In addition to the 100 blank canvases, the two sample "learning canvases" provide trigger questions to help you learn to use each**

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**box in the canvas and jump-start progress. Whether you're chasing down a game-changing business model or working to evaluate and refresh an old one, the highly visual, spacious design makes it easy to use the powerful centerpiece tool in Business Model Generation to lead your product, brand,**

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**or company into the next stage of growth. If you need space to think hard about your value proposition, the 50 blank Value Proposition Canvases will help you create products and services that perfectly match your customers' needs and desires. When business conversations become mired in hunches**

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**and intuitions, or you're haunted by that expensive new product launch that flopped, these canvases offer a quick way to raise the collective intelligence of your team. Tear out a blank canvas and design a powerful visual business model or value proposition based on the global bestsellers *Business Model Generation***

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**and Value Proposition Design. These transformational business tools have proven themselves at all types of companies, from start-ups to such large organizations as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, and Philips. Business Models Made Easy**

**The New Marketing**

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**My Product Management Toolkit**

**The Seventh Sense**

**Ein Handbuch für Visionäre,**

**Spielveränderer und Herausforderer**

**The Big Pad of 50 Blank, Extra-Large**

**Business Model Canvases and 50 Blank,**

**Extra-Large Value Proposition**

**Canvases**

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## **Disciplined Entrepreneurship Workbook**

The authors of the  
international bestseller  
Business Model Generation  
explain how to create  
value propositions



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customers can't resist  
Value Proposition Design  
helps you tackle the core  
challenge of every  
business – creating  
compelling products and  
services customers want to

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buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning

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visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create,

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and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches

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and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions,

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get closer to customers,  
and avoid wasting time  
with ideas that won't  
work. You'll learn the  
simple process of  
designing and testing  
value propositions, that

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perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your

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work, learn from peers,  
and download pdfs,  
checklists, and more.

Value Proposition Design  
is an essential companion  
to the "Business Model  
Canvas" from Business



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Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more.

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Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

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24 Steps to Success!

Disciplined

Entrepreneurship will  
change the way you think  
about starting a company.

Many believe that  
entrepreneurship cannot be

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taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through

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developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can

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learn and apply. You will  
learn: Why the "F" word -  
focus - is crucial to a  
startup's success Common  
obstacles that  
entrepreneurs face - and  
how to overcome them How

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to use innovation to stand  
out in the crowd - it's  
not just about technology  
Whether you're a first-  
time or repeat  
entrepreneur, Disciplined  
Entrepreneurship gives you

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the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship



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as well as a senior  
lecturer at the MIT Sloan  
School of Management. For  
more please visit <http://disciplinedentrepreneurship.com/>

Strategy decision making

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and action used to be off limits to all but the select few at the very top of an organization. It was a largely cerebral activity focused on grand long-terms plans made at

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annual off-site retreats  
away from the daily  
challenges of the  
business. That is no  
longer the case. The  
current business  
environment does not wait

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for companies to slowly adjust in an annual meeting. The relentless pace of change renders today's long-term future tomorrow's history. Rapid innovations and ever-

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increasing complexities  
limit executives' ability  
to make decisions with  
perfect information. Does  
this mean strategy is no  
longer useful, or even  
feasible? No. Good

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strategists are needed now more than ever. But today's high-performing organizations think of strategy differently than in the past. These companies make strategy

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part of every manager's role; they strategize continuously and tackle strategic problems through individuals from all parts of the organization. Strategy in this new, fast-

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paced world is about  
diagnosing the diverse  
array of complex  
challenges confronting  
organizations, deciding on  
novel solutions to address  
those challenges, and



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delivering by taking  
action on those solutions.  
Including a novel  
organizational framework  
and never-before-published  
application examples,  
Strategy in 3D helps build

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these foundational skills  
and prepares the reader  
for success as a  
strategist in the 21st  
century.

"Building Successful  
Partner Channels" is a

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book laying out the roadmap for achieving global market leadership through independent channel partners in the software industry. When Microsoft acquired

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Navision in 2002 there is no doubt that the price they paid was heavily influenced by the value of our channel partner ecosystem. I can think of no one better suited than

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Hans Peter to write a book  
with the title Building  
Successful Partner  
Channels. Preben Damgaard,  
Co-founder and CEO of  
Navision Predictable  
growth and market

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leadership through independent channel partners are on every software industry CEO and sales executives' mind. However, it is rarely achieved. With "Building

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Successful Partner  
Channels" Hans Peter Bech  
provides a great tactical  
approach toward reaching  
this goal. Torulf Nilsson,  
Product Executive, Visma  
Retail, Oslo, Norway Hans

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Peter Bech has been at the forefront developing indirect channels in the software industry for more than three decades and his track record is impressive. I'd highly



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recommend this book to anyone searching for the route to global market leadership in the software industry. Yusuf Soner, School of Management at the Sabanci University,

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Istanbul, Turkey Building  
Successful Partner  
Channels provides a  
powerful, practical  
approach to building a  
strong network of  
independent channel

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partners, so as to optimize sales and marketing activities. The book helps senior sales and marketing executives understand how to work in concert to achieve global

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market leadership through  
the indirect-channel  
approach. Toke Kruse,  
Founder and CEO at Billy,  
San Francisco, USA  
Design, build and adapt  
business ideas that drive

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business growth

The Decision Book: Fifty  
Models for Strategic  
Thinking (Fully Revised  
Edition)

Business Model Canvas: a  
Good Tool with Bad

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Instructions?

Business Model You

A Powerful Toolkit for

Improving Meetings,

Projects, and Processes

A Practical Guide for

Small Business

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New Tools, Skills, and  
Mindset for Strategy and  
Innovation

An updated edition of the  
international bestseller  
that distills into a single  
volume the fifty best  
decision-making models.

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Every day, we face the same questions: How do I make the right decision? How can I work more efficiently? And, on a more personal level, what do I want? This updated edition of the international bestseller distills into a



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single volume the fifty best decision-making models used in MBA courses, and elsewhere, that will help you tackle these important questions. In minutes you can become conversant with:  
The Long Tail • The Maslow

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Pyramids • SWOT Analysis •  
The Rubber Band Model • The  
Prisoner's Dilemma •  
Cognitive Dissonance • The  
Eisenhower Matrix • Conflict  
Resolution • Flow • The  
Personal Potential Trap •  
and many more. Stylish and

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compact, this little book is a powerful asset. Whether you need to plan a presentation, assess someone's business idea, or get to know yourself better, this unique guide—bursting with useful visual

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tools—will help you simplify any problem and make the best decision.

Managing Systems and Documentation addresses the main systems necessary for the successful operation of a maintenance organization,

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such as performance control, work control and documentation. It shows how they can be modelled, their function and operating principles, and the main problems encountered in operation. It is the third

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of three stand-alone companion books with the aim of providing better understanding of maintenance operations, in order to identify problems and prescribe effective solutions. This is one of

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three stand-alone volumes designed to provide maintenance professionals in any sector with a better understanding of maintenance management, enabling the identification of problems and the delivery of

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effective solutions. \* The third of three stand-alone companion books, focusing on the main systems necessary for the successful operation of a maintenance organization \* Covers the maintenance of plant,



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production and operations  
assets in industry and  
service sectors, including  
manufacturing, food and  
process engineering,  
minerals and mining,  
transport, power and IT \*

Includes review questions,

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exercises and case studies \*  
Clearly specified objectives  
and learning outcomes are  
given for each chapter,  
including a route map to  
link each chapter to the  
rest of the topics covered  
Am Anfang war die Idee und

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sie befand sich im Kopf eines Schweizer: Alexander Osterwalder entwickelt ein Modell zur Geschäftsmodellinnovation. Ebenso sperrig wie der Begriff waren bisherige Publikationen zum Thema.

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Doch die Idee in Osterwalders Kopf ist eine revolutionäre und pflügt das Feld der Geschäftsmodellinnovation vollkommen um: Was, wenn man sein Geschäftskonzept einfach visualisieren

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könnte? Skizzieren, kleben,  
malen - ganz wie ein  
Künstler! Zusammen mit 470  
hellen Köpfen aus aller Welt  
feilt Osterwalder weiter an  
seiner Idee, bis sie  
schließlich als Business  
Model Canvas das Licht der

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Welt erblickt. Heute bringt sie sogar Unternehmen wie Deloitte, Capgemini und 3M bei, wie man eherne Regeln bricht, wenn man im Wettbewerb neue Maßstäbe setzen will.

Have you ever felt stuck

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with methods, tools and skills that do not match the increasing complexity you are part of? Would you like to work in new ways that strengthen thinking, communication and collaboration? Visual

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Collaboration introduces a new and innovative way of working and collaborating that will help you successfully manage complexity for yourself, your team, and your entire organization. The method of



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this book unlocks any team's ability to collaborate in complex projects and processes. By using a systematic and proven approach to drawing and visualizing. Visual Collaboration is a unique

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visual business book that will enable you to develop visual languages to fit any scenario, create engaging and powerful questions to assist your visual process design and turn a white canvas into a visual

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template that can improve any meeting, project, or process. The core of the book - a practical and easy-to-follow method - THE FIVE BUILDING BLOCKS will most likely become your preferred way of working. The method

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is supported by plentiful examples, 4-color drawing, chapter summaries, and clearly defined learning objectives. Enjoyable and powerful, this book will help you: Use visualization as a tool to explore

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opportunities and challenges  
Translate complex concepts  
into easy-to-understand  
actions Engage employees and  
team members with effective  
strategic processes  
Incorporate drawing into  
your strategic

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organizational toolbox to  
strengthen communication and  
collaboration Develop and  
apply powerful visual  
literacy skills The authors,  
internationally-recognized  
experts in strategy  
communication and visual

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facilitation, have helped incorporate visual collaboration into more than 500 organizations such as LEGO, IKEA, the Red Cross, the United Nations, and many others. This book is the must-have resource for you

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to follow their example.  
Testing Business Ideas  
The Step-By-Step Guide for  
Building a Great Company  
Successful Strategies for  
Products that Win  
High-Impact Tools for Teams  
The Invincible Company



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How to Create Products and  
Services Customers Want  
Створюємо бізнес-модель  
The Kindness Method is the  
key to breaking unwanted  
habits—for good! Combining  
her own therapeutic style,

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personal experiences, and techniques learned from working in the field of substance abuse, Shahrooz Izadi shares simple steps that strengthen your willpower like a muscle,

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allowing you to sustain your motivation and make lasting change in your life. Shahroo's completely non-judgmental process for mapping and channeling your habits is based on

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the principle of treating yourself with the compassion and understanding that it is often only reserved for other people. From procrastination to issues

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of body image, this method works by creating a custom plan—mapped by you, for you, and driven by self-motivation.

The journey from strategy to operating success

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depends on creating an organization that can deliver the chosen strategy. This book, explaining the Operating Model Canvas, shows you how to do this. It teaches

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you how to define the main work processes, choose an organization structure, develop a high-level blueprint of the IT systems, decide where to locate and how to lay out

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floor plans, set up relationships with suppliers and design a management system and scorecard with which to run the new organization.  
The Operating Model Canvas



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helps you to create a target operating model aligned to your strategy. The book contains more than 20 examples ranging from large multi-nationals to government departments

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to small charities and  
from an operating model  
for a business to an  
operating model for a  
department of five people.  
The book describes more  
than 15 tools, including

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new tools such as the value chain map, the organization model and the high-level IT blueprint. Most importantly, the book contains two fully worked examples showing how the

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tools can be used to develop a new operating model. This book should be on the desk of every consultant, every strategist, every leader of transformation, every

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functional business  
partner, every business or  
enterprise architect,  
every Lean expert or  
business improvement  
champion, in fact everyone  
who wants to help their

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organization be  
successful. Additional  
content can be found on  
the website for the  
Operational Model Canvas:  
[Www.operatingmodelcanvas.c  
om](http://www.operatingmodelcanvas.com)

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In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them

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better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old



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models they grew up with, only to be frustrated with the results. From the bestselling authors of *The Social Employee*, and LinkedIn Learning course authors, comes a powerful

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new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral

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economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the

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forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and

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successful.

Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

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Reinvent Your Business  
Model

This Is Service Design  
Doing

Tools and Techniques to  
Become an Outstanding  
Product Manager

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How to Seize the White  
Space for Transformative  
Growth

Change Your Habits for  
Good Using Self-Compassion  
and Understanding  
Business Model Generation

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Iterate from Plan A to a  
Plan That Works

A practical guide to effective  
business model testing 7 out of 10  
new products fail to deliver on  
expectations. Testing Business  
Ideas aims to reverse that statistic.



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In the tradition of Alex Osterwalder's global bestseller Business Model Generation, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how

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systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value

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Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk

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of wasting time, money, and resources on bad ideas Close the knowledge gap between strategy and experimentation/validation Identify and test your key business assumptions with the Business Model Canvas and Value

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Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how

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to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process. How can you establish a customer-centric culture in an organization? This is the first comprehensive

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book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the

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main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos



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within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve

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their experience. Move from theory to practice and build sustainable business success. The essential companion to the book that revolutionized entrepreneurship *Disciplined Entrepreneurship Workbook*

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provides a practical manual for working the 24-step framework presented in *Disciplined Entrepreneurship*. Unlocking key lessons and breaking down the steps, this book helps you delve deeper into the framework to get

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your business up and running with a greater chance for success. You'll find the tools you need to sharpen your instinct, engage your creativity, work through hardship, and give the people what they want—even if they don't

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yet know that they want it. Real-world examples illustrate the framework in action, and case studies highlight critical points that can make or break you when your goal is on the line. Exercises and assessments help you nail

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down your strengths, while pointing out areas that could benefit from reinforcement—because when it comes to your business, "good enough" isn't good enough—better is always better. Disciplined

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Entrepreneurship transformed the way that professionals think about starting a company, and this book helps you dig into the proven framework to make your business dreams a reality. Delve deeper into the 24 steps to success

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Innovate, persevere, and create the product people want  
Internalize lessons learned from real-world entrepreneurs Test your understanding with exercises and case studies The book also includes new material on topics



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the author has found to be extremely useful in getting the most value out of the framework including Primary Market Research, Windows of Opportunity and Triggers. The book also introduces the

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Disciplined Entrepreneurship  
Canvas to track your progress on  
this journey. Starting a company  
is a serious undertaking, with  
plenty of risk and sacrifice to go  
around—so why not minimize the  
risk and make the outcome worth

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the sacrifice? Author Bill Aulet's 24-step framework is proven to build a successful business; the key is in how well you implement it. Disciplined Entrepreneurship Workbook helps you master the skills, tools, and mindset you need

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to get on your path to success. Take advantage of a powerful visual management tool for teams as you work together and deliver great results. It's been used by thousands of teams for project success! 59% of U.S. workers say

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that communication is their team's biggest obstacle to success, followed by accountability at 29% (Atlassian). High-Impact Tools for Teams explains a simple, powerful tool that helps team leaders and members align and get clarity on

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exactly who is responsible for each part of the team's most important activities and projects. The tool is complemented by 4 trust add-ons that help teams build trust and increase psychological safety, so every member can be confident in

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sharing ideas or concerns about obstacles the team may face. It's a proven tool for project teams, based on years of research, and thousands of teams are already using the Team Alignment Map to run effective "get-to-action

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meetings", give projects a good start and de-silo organizations. Co-author Alex Osterwalder is the international best-selling author who co-created the Business Model Canvas, a strategic management tool used by 1



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million+ industry leaders globally.  
Plan as a team and know who  
does what Uncover and  
proactively remove the most likely  
obstacles to any project Boost  
team member contributions Run  
more effective team meetings Get

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more successful projects With the guidance of High-Impact Tools for Teams, you can be better prepared as a team leader or team member to plan effectively, reduce risks, and collaborate with others. Your team will be accountable

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and ready to deliver results!  
The Business Model Canvas  
Power, Fortune, and Survival in  
the Age of Networks  
A Handbook for Visionaries,  
Game Changers, and Challengers  
Applying the Business Model

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Canvas

A Field Guide for Rapid  
Experimentation

A One-Page Method For  
Reinventing Your Career

Applying Service Design Thinking  
in the Real World

*Page 228/269*

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*Business models are the beating heart of your firm's value proposition. Great business models drive rapid growth; bad business models can doom the most promising ventures. Brilliant Business Models clearly shows*

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*you how to create, test, adapt,  
and innovate successful and  
appropriate business models in  
any business context. Every  
company has a business model.  
When the business model works,  
the company creates value.*

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*Brilliant Business Models  
combines the latest research,  
straightforward tools and current  
examples to bring this  
surprisingly tricky topic to life.  
Straightforward cases from the  
author's research and experience*

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*highlight key lessons. This book applies a novel, life-cycle based approach to make business models relevant to your company's development stage. Your company changes over time—so should your business*



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*model. Understand how and why  
business models matter to your  
organisations success Learn how  
to evaluate and test business  
models to identify the most  
appropriate model Use the  
business model life-cycle*

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*approach to keep your business  
model relevant and successful.*

*“Clever, innovative, and simple --  
a must read workbook for  
entrepreneurs!” Charles CHEN  
Yidan, Co-Founder, Tencent  
Holdings. “Buy it. Read it. Most*

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*importantly, use it!” John Mullins,  
London Business School, Author  
of The Customer-Funded  
Business and The New Business  
Road Test. “This may well turn  
out to be your scrapbook for  
business models. An excellent*

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*resource that will get your ideas flowing!” Shane Corstorphine, VP, Regional Growth (Global Regions) and General Manager (Americas), Skyscanner.*

*Please note: This is a companion version & not the original book.*

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*Sample Book Insights: #1 A business model describes the rationale behind how an organization creates, delivers, and captures value. It is like a blueprint for a strategy to be implemented through*

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*organizational structures,  
processes, and systems. #2  
Customers are the heart of any  
business model. A company  
must make a decision about  
which segments to serve and  
which to ignore. Once this*

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*decision is made, a business model can be designed around a strong understanding of specific customer needs. #3 Business models differentiate between market segments with slightly different needs and problems.*

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*For example, a bank's retail arm may serve a large group of customers with assets of up to \$100,000, while a smaller group of affluent clients has a net worth of more than \$500,000. #4 An organization with a diversified*



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*customer business model serves two unrelated Customer Segments with very different needs and problems. For example, in 2006 Amazon. com began selling cloud computing services.*

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*When we look at the state of the world today, what is most evident is the fact that the major problems of our time – energy, environment, economy, climate change and social justice – cannot be understood in*

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*isolation. They are interconnected problems, which means that they require corresponding systemic solutions. Today's global economy has brought about critical distress for ecosystems*

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*and societies and we have to go to the very root of the problems to find a way out. This volume develops a synthesized interpretation of ecological economics integrating different levels: (economic) system,*

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*(business) practice and the  
(economic) actor. It discusses  
how changes on a systems level  
are connected to changes in  
practice and development of  
individual consciousness.*

*Transformative Ecological*

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*Economics delves into the insight  
and knowledge from different  
sources of inspiration  
(thermodynamics, Darwinism,  
anthroposophy and Buddhism)  
as well as into an integrated story  
describing and illustrating the*

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*core ideas, principles and values that characterize a utopian society anchored in ecological economics. Implementation of the deep changes demanded depends on our ability to write a new story, a utopian one for sure,*

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*but one which is in accordance with and based on the reality in which we live. This book will be of interest to those who study ecological economics, political economy and environmental economics.*



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*Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to*

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*harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries,*

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*the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model*

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*patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing*

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*business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business*

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*Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it*

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*is for those ready to abandon  
outmoded thinking and embrace  
new models of value creation: for  
executives, consultants,  
entrepreneurs, and leaders of all  
organizations. If you're ready to  
change the rules, you belong to*

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*"the business model generation!"*

*Let your business thrive with this  
simple model*

*Value Proposition Design*

*Building Successful Partner*

*Channels*

*Winning Opportunities*



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*Disciplined Entrepreneurship*  
*Seizing the White Space*  
*The Four Steps to the Epiphany*  
Named a Top 10 Business  
Strategy Book of 2018 by  
Inc. magazine In his  
pioneering book *Seizing the*

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White Space, Mark W. Johnson argued that business model innovation is the most proven path to transformational growth. Since then, Uber, Airbnb, and other startups have

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disrupted whole industries; incumbents such as Blockbuster, Sears, Toys "R" Us, and BlackBerry have fallen by the wayside; and digital transformation has become one of the business

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world's hottest (and least understood) slogans. Nearly a decade later, the art and science of business model innovation is more relevant than ever. In this revised, updated, and newly titled

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edition, Johnson provides an eminently practical framework for understanding how a business model actually works. Identifying its four fundamental building blocks, he lays out a

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structured and repeatable process for reinventing an existing business model or creating a new one and then incubating and scaling it into a profitable and thriving enterprise. In a new chapter

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on digital transformation, he shows how serial transformers like Amazon leverage business model innovation so successfully. With rich new case studies of companies that have

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achieved new success and postmortems of those that haven't, Reinvent Your Business Model will show you how to: Determine if and when your organization needs a new business model



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Identify powerful new opportunities to serve your existing customers in existing markets Reach entirely new customers and create new markets through disruptive business models

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and products Seize  
opportunities for growth  
opened up by tectonic shifts  
in market demand,  
government policy, and  
technologies Make business  
model innovation a more

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predictable discipline inside  
your organization Business  
model innovation has the  
power to reshape whole  
industries--including retail,  
aviation, media, and  
technology--redistributing

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billions of dollars of value.  
This book gives you the tools  
to reshape your own  
company for enduring  
success. Reinvent Your  
Business Model is the  
strategic innovation

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playbook you need now and  
in the future.

The Business Model Book  
Maintenance Systems and  
Documentation