



The Business Model Canvas Playbook: Design and Advance Your Personal Business Model on 20 Blank Canvases to Evolve Your Lean Startup Into a Successful Company

By Marco Meyer

Createspace, United States, 2014. Paperback. Book Condition: New. 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: 20 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 it the...



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Absolutely essential study book. It is loaded with wisdom and knowledge I found out this ebook from my i and dad suggested this ebook to understand.

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