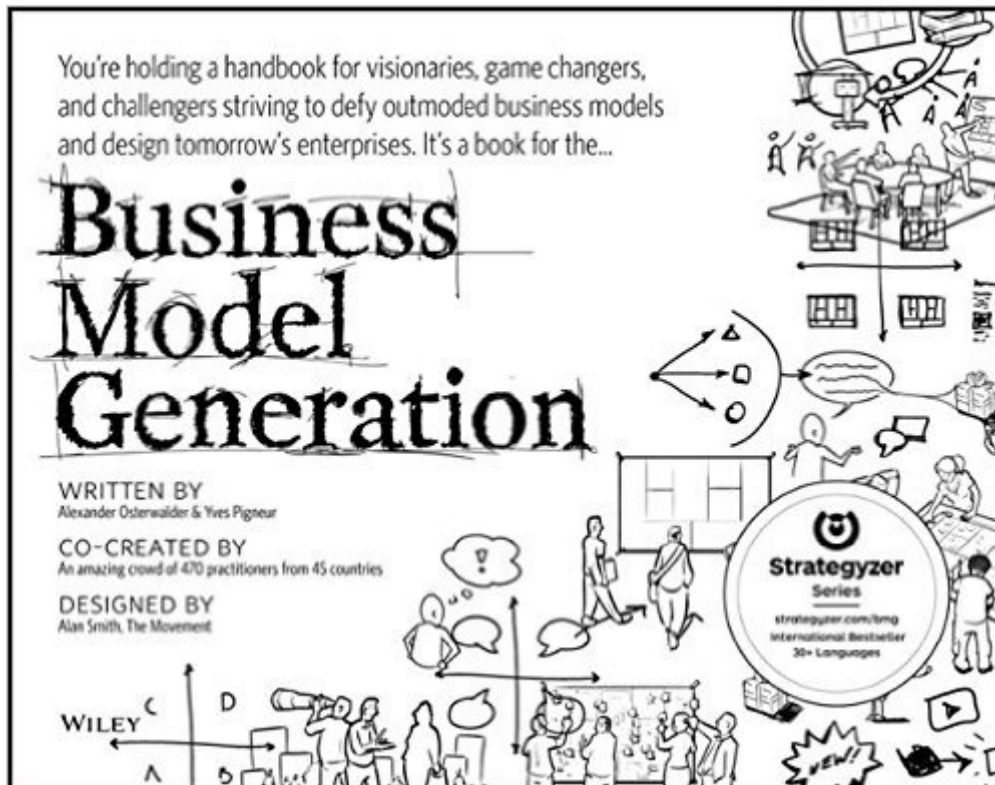


## The book was found

# Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers



## Synopsis

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 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, 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 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 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 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 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 "the business model generation!"

## Book Information

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## Customer Reviews

This is an absolutely superb book and my first and only book on business models. It is so up to date and filled with gems that I feel no need to read another anytime soon. The book is aptly titled, being

all about how to generate business models. However, you have to know what it is before you can generate it. To this end, the first section of the book is devoted to introducing a standard language and format for talking about business models. They introduce nine key items which serve as the building blocks for all business models. These are listed below, illustrated with Skype's business model.

**CUSTOMER SEGMENTS:** Who will use the product? 1) web users globally 2) people who want to call phones

**VALUE PROPOSITION:** Why will they use the product? 1) free Internet and video calling 2) cheap calls to phones (SkypeOut)

**CHANNELS:** How will the product be delivered to the customers? [...] and headset partnerships

**CUSTOMER RELATIONSHIPS:** how will you develop and maintain contact with your customers in each segment? Mass customized

**REVENUE STREAMS:** How is revenue generated from which customer segments? 1) Free 2) SkypeOut prepaid or subscription

**ACTIVITIES:** What are the key things that you need to do to create and deliver the product? Software development

**RESOURCES:** What assets are required to create and deliver the product?

**PARTNERS:** Who will you want to partner with (e.g suppliers, outsourcing) Payment providers, Distribution partners, Telco Partners

**COST STRUCTURE:** What are the main sources of cost required to create and deliver the product?

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