



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 (Paperback)

By Marco Meyer

Createspace, United States, 2014. Paperback. Condition: New. Large Print. 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: 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, then you experiment and test things in real life and change your business model along the way. To do it the right way I...

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