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## The Business Model Book: Design, build and adapt business ideas that drive business growth (Paperback)

By Adam J. Bock, Gerard George

Pearson Education Limited, United Kingdom, 2018. Paperback. Condition: New. Language: English . Brand New Book. 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 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. 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 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 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 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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