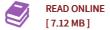




The Business Model Book: Design, build and adapt business ideas that drive business growth (Paperback)

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 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...



Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

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The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think. -- Hank Powlowski

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