



Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

By Alexander Osterwalder, Yves Pigneur

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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!"

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Editorial Review

Amazon.com Review

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The Power of "What If" Questions

Content from authors Alexander Osterwalder and Yves Pigneur



We often have trouble conceiving innovative business models because we are held back in our thinking by status quo. The status quo stifles imagination. One way to overcome this problem is to challenge conventional assumptions with "what if" questions. With the right business model ingredients, what we think of as impossible might just be doable. "What if" questions help us break free of constraints imposed by current business models. They should provoke us and challenge our thinking. They should disturb us as intriguing, difficult-to-execute propositions. **What if...**

...furniture buyers picked up components in flat pack form from a large warehouse and assembled the products themselves in their homes? What is common practice today was unthinkable until **IKEA** introduced the concept in the 1960's. ...airlines didn't buy engines for their airplanes, but paid for every hour an engine runs? That is how **Rolls-Royce** transformed itself from a money-losing British manufacturer into a service firm that today is the world's second biggest provider of large jet engines. ...voice calls were free worldwide? In 2003 **Skype** launched a service that allowed free voice calling via the internet. After five years, Skype had acquired 400 million registered users who collectively had made 100 billion free phone calls.

Review

an impressively comprehensive compendium of many of the most current ideas concerning the structure and development of businesses.' (Anglohigher.com, May 2011).

... this handbook is likely to prove an excellent help for evaluating business models . (Anatello.com, July 2011).

From the Back Cover

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the business model generation.

Disruptive new business models are emblematic of our generation. Yet they remain poorly understood, even as they transform competitive landscapes across industries. *Business Model Generation* offers you powerful, simple, tested tools for understanding, designing, reworking, and implementing business models.

Business Model Generation is a practical, inspiring handbook for anyone striving to improve a business model - or craft a new one.

CHANGE THE WAY YOU THINK ABOUT BUSINESS MODELS

Business Model Generation will teach you powerful and practical innovation techniques used today by leading companies worldwide. You will learn how to systematically understand, design, and implement a new business model — or analyze and renovate an old one.

CO-CREATED BY 470 STRATEGY PRACTITIONERS

Business Model Generation practices what it preaches. Coauthored by 470 Business Model Canvas practitioners from forty-five countries, the book was financed and produced independently of the traditional publishing industry. It features a tightly integrated, visual, lie-flat design that enables immediate hands-on use.

DESIGNED FOR DOERS

Business Model Generation is for those ready to abandon outmoded thinking and embrace new, innovative models of value creation: executives, consultants, entrepreneurs — and leaders of all organizations.

Users Review

From reader reviews:

Mark Fetter:

What do you regarding book? It is not important to you? Or just adding material when you need something to explain what yours problem? How about your extra time? Or are you busy individual? If you don't have spare time to do others business, it is give you a sense of feeling bored faster. And you have free time? What did you do? Everybody has many questions above. The doctor has to answer that question due to the fact just their can do that. It said that about guide. Book is familiar in each person. Yes, it is suitable. Because start from on jardín de infancia until university need that *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* to read.

Jeanne Pratt:

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Benjamin Williams:

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