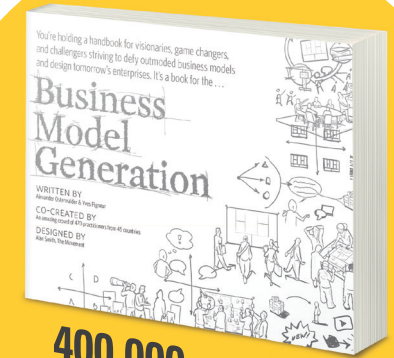


Follow-up to the international bestselling business book phenomenon

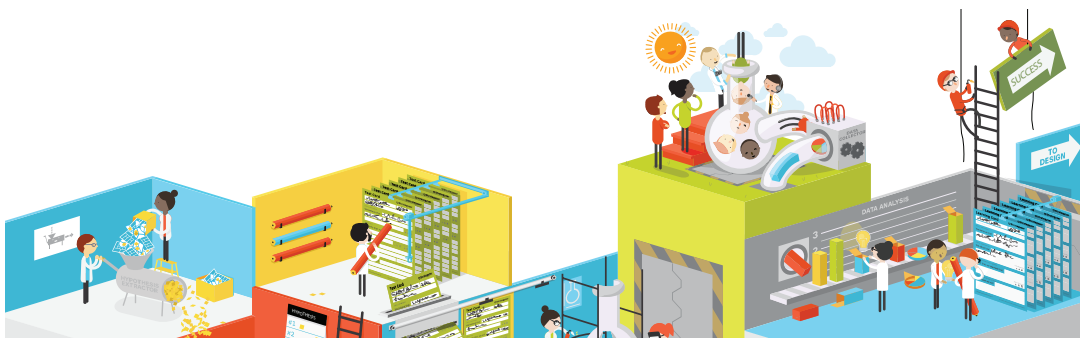
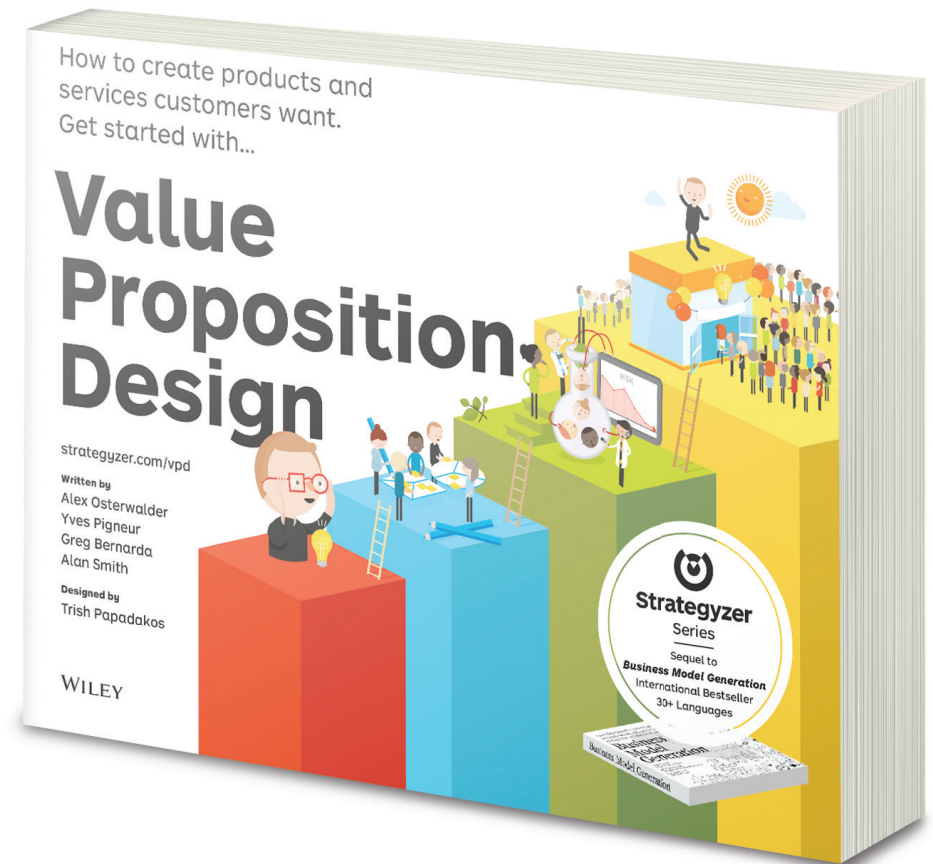
Business Model Generation

In 2010 Alexander Osterwalder and Yves Pigneur published *Business Model Generation*, a book which went on to significantly influence the way business leaders all over the world plan and innovate. Their **Business Model Canvas** has been **downloaded over two million times** and has helped entrepreneurs around the globe create successful business models. Now they're back with a long-awaited follow-up and a development of their famous canvas.

Value Proposition Design takes the most important of the nine building blocks of the **Business Model Canvas**, namely how to create a product or service people will actually pay for, and elaborates further. The book explains how great value propositions are embedded in great business models. They explain how a product or service must answer those jobs, pains or gains that many customers have; align with the way customers measure success; differentiate from the competition in a meaningful way; and address functional, emotional and social issues all together.

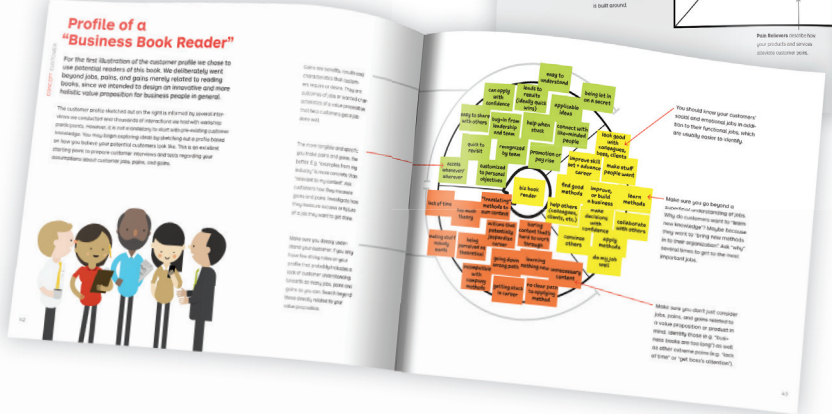
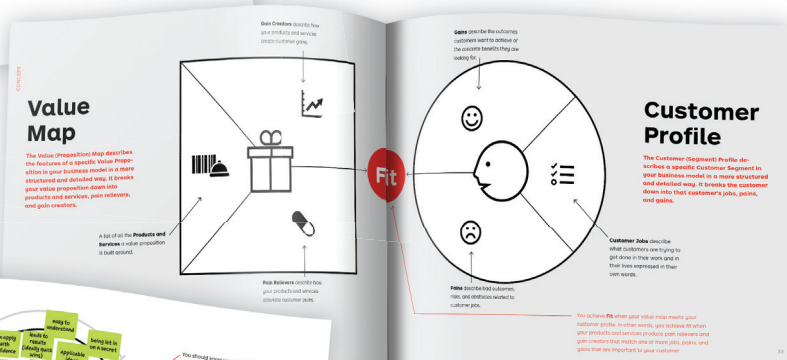
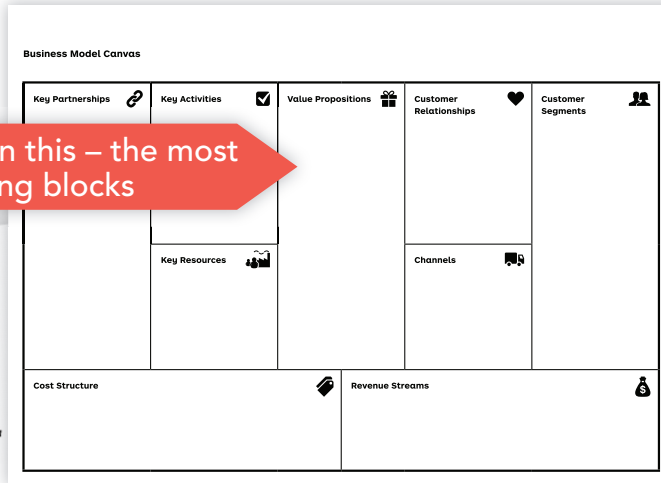


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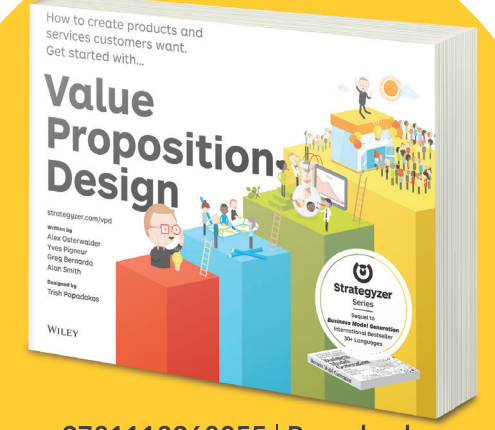


Their Business Model Canvas has been downloaded over two million times and has helped entrepreneurs around the globe create successful business models.

This new book focuses on this – the most important of the 9 building blocks

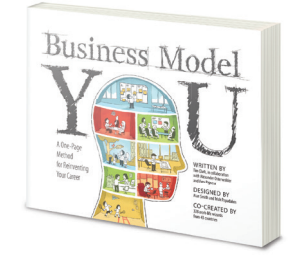


Osterwalder and Pigneur are already speaking to audiences all over the world about Value Proposition Design



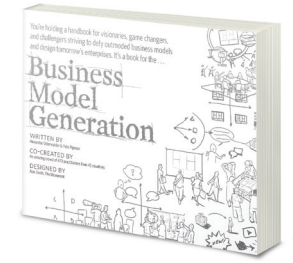
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