

Where to Play: 3 steps for discovering your most valuable market opportunities (Paperback)



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Reviews

This is basically the best ebook we have study right up until now. it absolutely was writtern very properly and useful. You may like how the blogger write this ebook.

(Cecil Zemlak DVM)

WHERE TO PLAY: 3 STEPS FOR DISCOVERING YOUR MOST VALUABLE MARKET OPPORTUNITIES (PAPERBACK)



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Pearson Education Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. As an entrepreneur or innovator, you re trained to run fast. But are you running in the right direction? Choosing the right market for your innovation is the biggest, and trickiest, question for innovators. Research has shown that all too often entrepreneurs don t spend enough time identifying and researching their market opportunities - instead they jump at the first opportunity that looks good, and fail to properly evaluate and leverage other opportunities. These common mistakes means that you often choose the wrong market or lock yourself into one specific direction. Where to Play helps you to set a promising strategy, by giving a clear, structured and practical framework - the Market Opportunity Navigator- to better identify, evaluate and focus on the right market opportunities. With three dedicated and reusable worksheets covering: * Market Opportunity Set - assess your core strengths and identify which market opportunities exist for your business * Attractiveness Map - evaluate your market opportunities to reveal the most attractive option for focus * Agile Focus Strategy - create a strategic plan for your chosen market opportunity that keeps you open-minded and agile Get the most value for your innovation with Where to Play! Designed to work seamlessly with our Business Model and Value Proposition Canvases, the Market Opportunity Navigator, proposed by Marc and Sharon, will help entrepreneurs and innovators to commercialise technologies. You will enjoy discovering highly practical worksheets, maps and dartboards of tremendous interest if you want to better identify, evaluate and strategise market opportunities. Let yourself be charmed by the toolkit and the case studies, along with the thoughts of Marc and Sharon. Alex Osterwalder and Yves Pigneur, authors of the bestseller Business Model Generation When two internationally-known experts...



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