



Business Model Design and Learning: A Strategic Guide (Paperback)

By Barbara Spencer

Business Expert Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book is aimed at aspiring entrepreneurs and practicing managers who want to create, identify, or articulate business models that will serve as the foundation for success for their businesses, as well as refine and even re-invent those models. It is based on the premise that the fundamental purpose of any business model is to create, deliver, and capture value. More specifically, business models describe the value proposition to the customer, the system that must be in place to create that value, and the logics needed to capture a reasonable share of that value for the firm. In addition, business models are viewed as boundary spanning entities that interact over time to transform industries. To explore and illustrate these ideas, business models are compared to maps, hypotheses, recipes, designs, stories, and agreements. Business examples will be used to anchor each chapter and perspective. The book will proceed as follows. First, the basic definition of a business model will be developed by drawing on and distilling key ideas from published research. It will be argued that the heart of the model...

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