

VALUE PROPOSITION DESIGN: HOW TO CREATE PRODUCTS AND SERVICES CUSTOMERS WANT

If you liked "Business Model Generation," you'll love "Value Proposition Design." The sequel builds on the same visual format and practical tools that made the first one so useful. It shows you how to use the Value Proposition Canvas, a...



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Value Proposition Design: How to Create Products and Services Customers Want

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Original Book Format	ebook
Number of Pages	320 pages
Filetype	PDF / ePUB / Mobi (Kindle)
Filesize	7.81 MB

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Your customers are the judge, jury, and executioner of your value proposition. They will be merciless if you don't find fit! Alexander Osterwalder, Value Proposition Design: How to Create Products and Services Customers Want...

Reader's Opinions

A very clear and applicable theory not only for business, but for organizations and events as well. A sort of interactive book, with online companion tools. A great lesson on how to test your hypothesis on the value proposition.