



Business Models For Dummies

Jim Muehlhausen

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Write a business model? Easy.

Business Models For Dummies helps you write a solid business model to further define your company's goals and increase attractiveness to customers. Inside, you'll discover how to: make a value proposition; define a market segment; locate your company's position in the value chain; create a revenue generation statement; identify competitors, complementors, and other network effects; develop a competitive strategy; and much more.

- Shows you how to define the purpose of a business and its profitability to customers
- Serves as a thorough guide to business modeling techniques
- Helps to ensure that your business has the very best business model possible

If you need to update a business model due to changes in the market or maturation of your company, *Business Models For Dummies* has you covered.

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