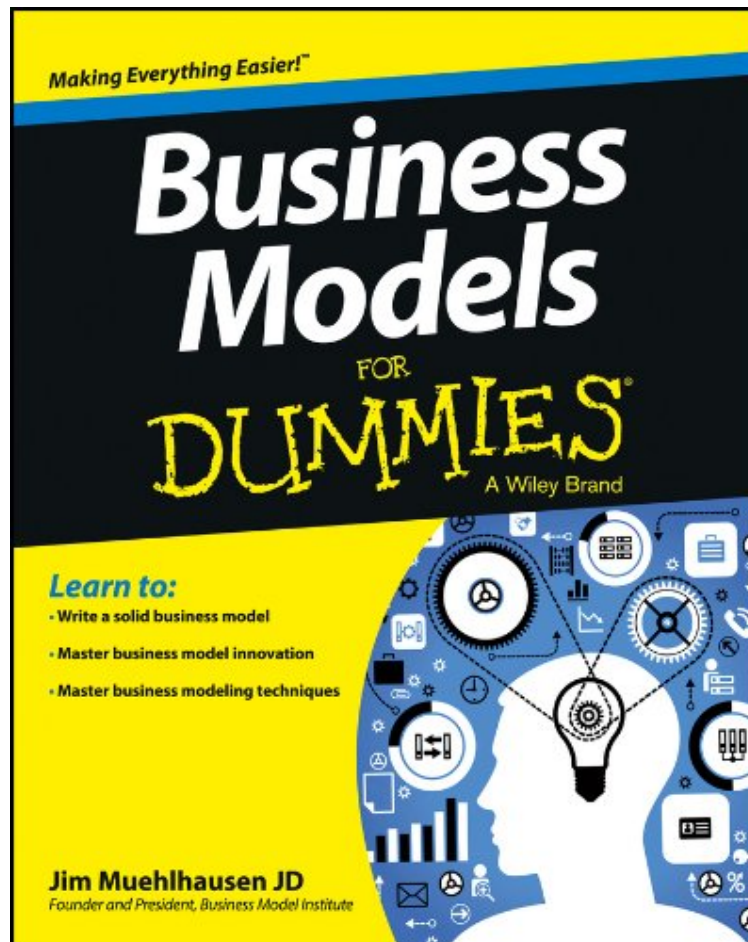


Business Models For Dummies

Jim Muehlhausen

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Jim Muehlhausen : Business Models For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Models For Dummies:

5 of 5 people found the following review helpful. A "Must Have" for any serious business owner or executiveBy Mark in PhoenixThis is a "Must Have" for any business owner or executive and a game changer in the way we develop and use business models. Jim does a phenomenal job of taking a nebulous concept and breaking it down into very accessible elements that are applicable to any business. In addition, the book gives an abundance of extremely useful tips, tools and tutorials on how to use the concepts outlined in the book. There is no shortage of business books and theories on business, strategy and "How To's". One of the problems that I have repeatedly faced in business and particularly small business is bridging the gap between theory and practice, especially in the field of strategy, and most especially in the context of driving business development. Much has been written about business models, yet until now, the concept has been poorly defined and relatively inaccessible to most. Other frameworks outline the elements of a model, but most if not all, are devoid of any consistent means to define, evaluate and balance the elements. What makes this book different is that it not only breaks the model down into basic and very accessible concepts. It also

gives a means to drill down into each element and to evaluate the relative importance of each of these to the sustained profitability of the business. Whether you are a novice or an experienced business professional, you can view your model at either broad brushed or granular level, and then you are able to score, benchmark and analyze the elements and factors that affect your model. It allows you to identify the strengths and weaknesses of your business in an objective way by providing both the top-down and the bottom-up view, which is rare in any business book or tool. Jim eloquently makes the point that Business Models erode and if you are not working to move forward, you are in fact going backwards. There is a tremendous amount of background information including the explanation of different types of business models. This is a phenomenal book and now a permanent fixture in my business tool kit. If you have ANY interest in running a business, I suggest you get a copy and use it often. Truth be told, you will probably never write another business plan again!

0 of 0 people found the following review helpful. Less about Models and More About Executing Business Strategy By B. Allen I concur with the other 4 and 5 star ratings of this book. It is a very good read. While the author tries hard to classify the subject matter as business models, it more about business strategy and executing that strategy. I am just not buying the model perspective from him. Yes, in some way it can be very simplistic (or obvious is a better term) as other reviewers have written. But you can say that about most of the Dummies books. It is like a mini MBA level review without the math. The author provides some great insights and real world examples to support his arguments. All in all, if you are looking for a comprehensive book on how to run a successful business, then read this book.

0 of 0 people found the following review helpful. Many times we forget to evaluate. By Theodor I have create many small businesses, most of them have had some success, not the success I want and this world permit us to have, some of us entrepreneurs have a perception and can create excellent businesses form zero or expand a business, but most around the word, as me need to study technics to evaluate with more tools where to spend our most important values; our time, our energy, and works. As most of DUMMIES books this is giving me more tools for evaluate where and how to go, some times we focus so munch on day to day work and forget to see the forest which can les us to loose lots of time that could be driven to a better results . Not only for small Kodak, IBM, and other gate business mistakes. Business Models constant reevaluation of all businesses in this fast changing world.

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.

From the Back Cover Learn to: Write a solid business model Master business model innovation Master business modeling techniques 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, develop a competitive strategy, and much more. Business Models 101

- mdash; find out what a business model is, why it matters to your business, how it's defined, and the differences between a business model, a business plan, and competitive advantage
- The nuts and bolts mdash; discover several tools you can use to brainstorm, structure your business model, and divide it into three overarching areas: offering, monetization, and sustainability
- The more things change mdash; get the know-how to spot an eroding business model and use innovation to not only rectify it but also improve your business model
- Put the "I" in innovation mdash; learn how clever businesspeople innovated their business models over decades to come up with powerful tactics like crowdsourcing, virtualized sales processes, and offering insurance to customers

Open the book and find: The recipe for a successful business model Common aspects of all business models Tools to design your business model How to build a profitable revenue model The importance of having ongoing competitive advantage Ways to innovate your business model and avoid pitfalls Why all business models will eventually erode Lots of real-life examples from real companies About the Author Jim Muehlhausen is the founder and President of the Business Model Institute as well as consultant and speaker to businesses large and small. He is the author of The 51 Fatal Business Errors and How to Avoid Them and a frequent contributor to Entrepreneur, Businessweek, and dozens of other publications.