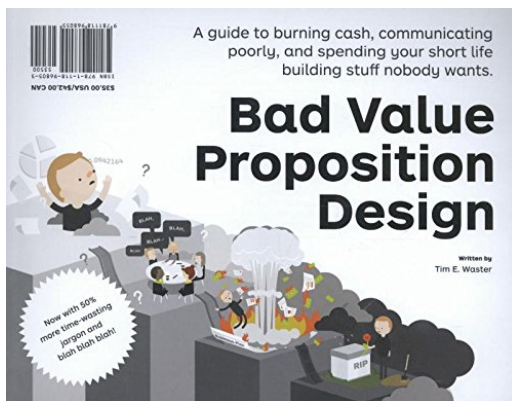


[PDF] Value Proposition Design: How To Create Products And Services Customers Want (Strategyzer)

Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith - pdf download free book



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Description:

The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist

Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell.

Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want.

Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires.

In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more.

Value Proposition Design is an essential companion to the "Business Model Canvas" from *Business Model Generation*, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more.

Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

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