



# Business Model Design and Learning: A Strategic Guide (Strategic Management)

*Barbara Spencer*

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## **Business Model Design and Learning: A Strategic Guide (Strategic Management)** Barbara Spencer

So many of us have asked ourselves—what’s a business model? What’s a good business model? This book has all the answers—it explains what a business model is, what you have to do to get one, and what to do about the one you’ve already got. To be successful, your business model must be focused sharply on your customer. And you must think strategically about how to use your business model if you want to gain an advantage over your competitors. Whether an aspiring entrepreneur or a practicing manager who wants to create new business model, or a manager and leader who wants to understand, refine, and even reinvent a current model, this book will help with the creation, the delivery, and the capture of value. 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. This book shows that the core of every business model is an agreement with your customers. If they don’t get the value they are seeking, you won’t either.

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