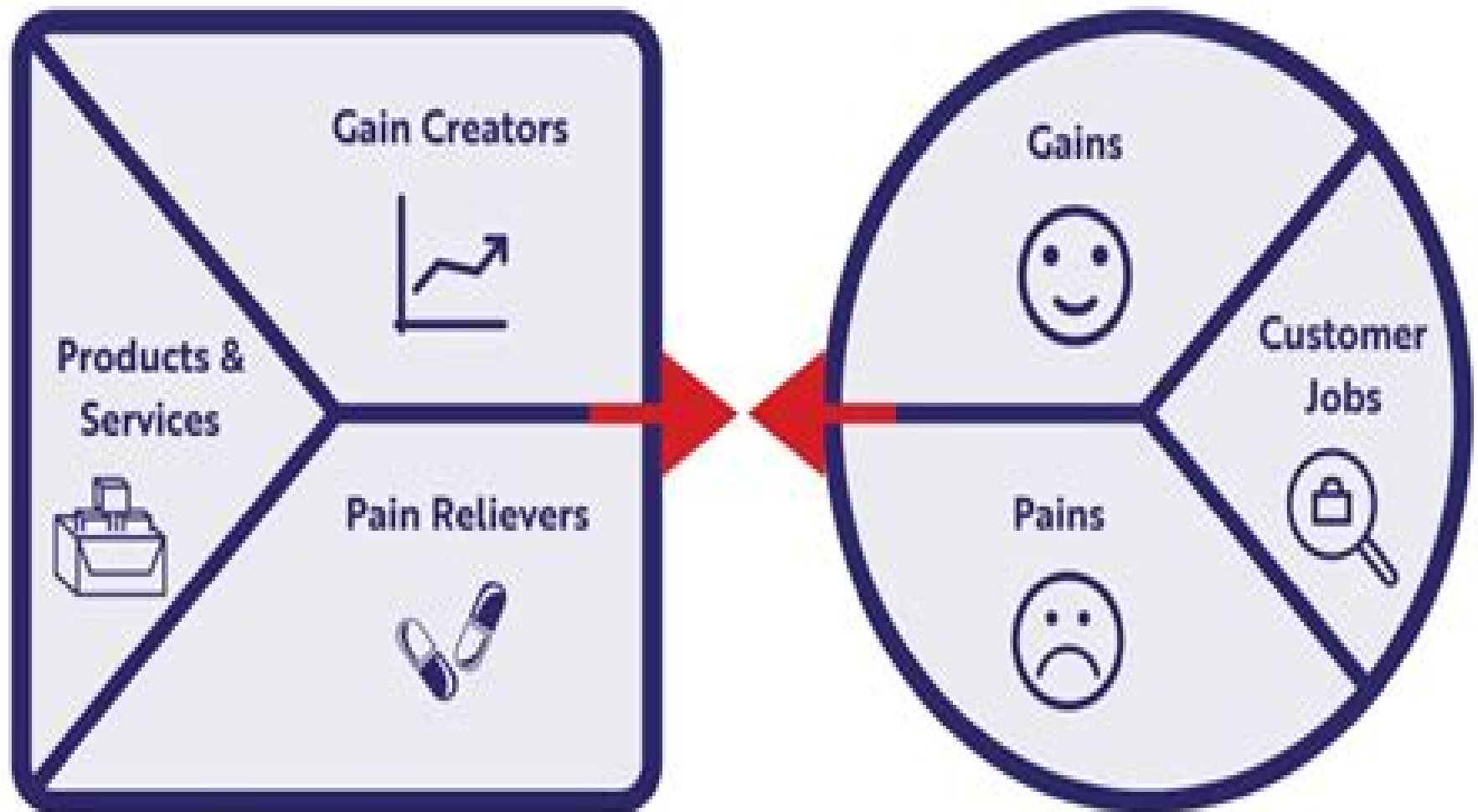


Value Proposition Canvas



Value Proposition Design

Christoph Fuchs, Franziska Golenhofen

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the authors' names.

Value Proposition Design:

Value Proposition Design Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, 2014-10-20 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

VALUE PROPOSITION DESIGN (sekel Business Model Generation) Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith, 2021-08-25 Cara menciptakan produk dan jasa yang diinginkan pelanggan mulailah dengan Value Proposition Design Value Proposition Design akan membantu Anda untuk sukses dalam 1 Memahami pola dari penciptaan nilai Susun informasi mengenai apa yang diinginkan pelanggan secara sederhana sehingga pola penciptaan nilai dapat terlihat dengan mudah Hasilnya Anda akan merancang proposisi nilai dan model bisnis menguntungkan yang secara langsung tertuju pada tugas, kesulitan dan keuntungan pelanggan Anda yang paling mendesak dan penting 2 Memberdayakan pengalaman dan kemampuan tim Anda Perlengkapi tim Anda dengan bahasa bersama untuk menghadapi percakapan yang tak jelas ujung pangkalnya Jadikan percakapan lebih strategis latih kreativitas dan jadikan semuanya beriringan Hal ini akan membuat rapat menjadi lebih menyenangkan penuh semangat dan menciptakan hasil yang dapat ditindaklanjuti Bukan sekadar teknologi produk dan fitur tetapi juga lebih menuju kepada PENCIPTAAN NILAI bagi PELANGGAN dan BISNIS ANDA Value Proposition Design, 2014 *Value Proposition Design*, 2014 *Value Proposition Design Using the Value Proposition Canvas* Travis Lesser, 2021 The Big Pad of 50 Blank, Extra-Large Business Model Canvases and 50 Blank, Extra-Large Value Proposition Canvases Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, 2016-12-05 100 Blank Extra Large Tear Out Canvases Give You More Space to

Brainstorm and Strategize Millions of people use the Business Model Canvas and the Value Proposition Canvas to clearly understand customers create better products and grow businesses This supplement to the bestselling books Business Model Generation and Value Proposition Design gives you more space to scribble brainstorm and move sticky notes with 50 blank extra large tear out Business Model Canvases 15 x 11 or 38cm x 28cm and 50 blank extra large tear out Value Proposition Canvases 15 x 11 or 38cm x 28cm The large format makes it easier to keep the creative ideas flowing be inspired and share your work with others In addition to the 100 blank canvases the two sample learning canvases provide trigger questions to help you learn to use each box in the canvas and jump start progress Whether you re chasing down a game changing business model or working to evaluate and refresh an old one the highly visual spacious design makes it easy to use the powerful centerpiece tool in Business Model Generation to lead your product brand or company into the next stage of growth If you need space to think hard about your value proposition the 50 blank Value Proposition Canvases will help you create products and services that perfectly match your customers needs and desires When business conversations become mired in hunches and intuitions or you re haunted by that expensive new product launch that flopped these canvases offer a quick way to raise the collective intelligence of your team Tear out a blank canvas and design a powerful visual business model or value proposition based on the global bestsellers Business Model Generation and Value Proposition Design These transformational business tools have proven themselves at all types of companies from start ups to such large organizations as MasterCard 3M Coca Cola GE Fujitsu LEGO and Philips

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Mastering Disruption and Innovation in Product Management Christoph Fuchs, Franziska Golenhofen, 2018-09-07 This book is an essential guide or foundational toolkit for anyone who is involved in the process of developing offering or selling any type of product or service Based on how to surf on the waves of innovation and the principle of form follows function System Architecture it introduces and connects concepts like Market Understanding Design Thinking Design to Value Modularization and Agility It introduces readers to the essence of these main frameworks and provides a toolkit that explains both theoretically and practically when and how to utilize which one The methods and processes described in this book have all been successfully tested in many industries They apply in today s market context of high uncertainty complexity and turbulence where innovation and disruption are essential Readers will find answers to two fundamental questions How can we implement an innovation process and environment that are conducive to successful product design And if our products fail to appeal to customers how can we achieve a major turn around with regard to product development A wealth of examples and case studies help readers to benefit from the authors broad professional experience Further lessons learned and conceptual summaries provide valuable shortcuts to the methods and

tools discussed For today s CEOs enabling innovation is one of THE most complex leadership tasks But innovation is not about theory and nice buzzwords It s about succeeding in the real world This hands on book connects the dots and introduces the reader to some of the most relevant ideas and pragmatic concepts fitting today s business reality Dr Robert Neuhauser Executive VP and Global Head People and Leadership Development Siemens At the most fundamental level this book brings order to chaos It sets different and highly relevant design approaches into a complementary picture rather than presenting them as competing ways of solving the same problem Product designers managers consultants scholars and students will surely have this valuable book within reach on a daily basis Olivier L de Weck Ph D MIT Professor of Aeronautics and Astronautics and Engineering Systems Editor in Chief Systems Engineering

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