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Titolo	Value proposition design / / written by Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith ; designed by Trish Papadakos
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ISBN	1-118-96807-7 1-118-96805-0
Descrizione fisica	xxv, 290 pages : illustrations (black and white, and colour) ; ; 19 x 25 cm
Collana	Strategyzer series
Disciplina	658.4012
Soggetti	Customer services - Management Quality control Production management - Quality control Business planning Strategic planning Customer relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"How to create products and services customers want. Get started with...". Includes index. Formerly CIP.
Nota di contenuto	Canvas. Customer profile ; Value map ; Fit -- Design. Prototyping possibilities ; Starting points ; Understanding customers ; Making choices ; Finding the right business model ; Designing in established organizations -- Test. What to test ; Testing step-by-step ; Experiment library ; Bringing it all together -- Evolve. Create alignment ; measure & monitor ; Improve relentlessly ; Reinvent yourself constantly ; Taobao : reinventing (e)-commerce.
Sommario/riassunto	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 but comprehensive process of designing and testing value propositions, taking the guesswork out of creating products and services that perfectly match customers' needs and desires. Practical exercises, illustrations and

tools help you immediately improve your product, service, or new business idea. In addition the book gives you exclusive access to an online companion on Strategyzer.com.
