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Autore	Osterwalder, Alexander
Titolo	Business model generation : a handbook for visionaries, game changers, and challengers / written by Alexander Osterwalder and Yves Pigneur ; design, Alan Smith ; editor and contributing co-author, Tim Clark ; production, Patrick van der Pijl ; co-created by an amazing crowd of 470 practitioners from 45 countries
Pubbl/distr/stampa	Hoboken, NJ : Wiley, c2010
ISBN	9780470876411
Descrizione fisica	278 p. : ill. (some col.) ; 19 x 24 cm
Altri autori (Persone)	Pigneur, Yvesauthor Clark, Tim, 1956-
Disciplina	658.4012
Soggetti	Business planning New business enterprises Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references
Nota di contenuto	1: Canvas -- Definition of a business model -- The 9 building blocks -- The business model canvas -- 2: Patterns -- Unbundling business models -- The long tail -- Multi-sided platforms -- FREE as a business model -- Open business models -- 3: Design -- Customer insights -- Ideation -- Visual thinking -- Prototyping -- Storytelling -- Scenarios -- 4: Strategy -- Business model environment -- Evaluating business models -- Business model perspective on blue ocean strategy -- Managing multiple business models -- 5: Process -- Business model design process.
Sommario/riassunto	Offers tools and techniques to systematically understand, design, and implement new business models and renovate and rework old models.