

**'Clever, innovative and simple – a must read workbook  
for entrepreneurs!'**

*Charles Chen Yidan, Co-Founder, Tencent Holdings*

**THE**



**BUSINESS  
MODEL**



**BOOK**



**DESIGN, BUILD AND  
ADAPT BUSINESS IDEAS  
THAT THRIVE**

**ADAM J. BOCK AND GERARD GEORGE**

# Praise for *The Business Model Book*

‘To build a great business, you need a powerful business model. This book gives you all the tools to make it happen. Clever, innovative, and simple – a must read workbook for entrepreneurs!’

Charles CHEN Yidan, co-founder, Tencent Holdings

‘A rich compendium of everything you need to know about business models – and more! The frameworks, exercises and examples build essential skills for anyone considering starting or rapidly growing a business. Buy it. Read it. Most importantly, use it!’

John Mullins, London Business School; author, *The Customer-Funded Business* and *The New Business Road Test*

‘Gets you thinking on what value you deliver as a business and how you deliver it. This may well turn out to be your scrapbook for business models. An excellent resource that will get your ideas flowing!’

Shane Corstorphine, VP, Regional Growth (Global Regions) and General Manager (Americas), Skyscanner

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