

THE BUSINESS MODEL NAVIGATOR



**The strategies behind
the most successful
companies**

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***The Business Model Navigator* will help you answer the following questions:**

- What is a business model?
- Why do I need to update my business model?
- How do I adapt alternative business models to suit my business?
- How can I use the most successful patterns for my own business and to strengthen my competitive position?
- How do I drive and foster innovation and change within my business?

Now updated with even more examples and methods, such as:

- A detailed overview of how to test and validate your new business model
- More cases and company examples from various industries
- Five new business model patterns
- An updated framework for the business model navigator

Praise for *The Business Model Navigator*

‘Business model and product innovation are inseparably intertwined. *The Business Model Navigator* truly serves as an indispensable navigator in pursuit of a systematic and comprehensive approach to innovation.’

Bijan Khezri, Group CEO, Marquard Media Group

‘The most successful innovators know how to create and capture value. *The Business Model Navigator* includes 55+ models for value capture and is a must-read for every manager. It’s the most comprehensive guide on business model innovation.’

*Prof. Stefan Thomke, William Barclay Harding Professor of Business Administration,
Harvard Business School*

‘*The Business Model Navigator* is an excellent tool to challenge and sharpen your frameworks. It forces yourself to re-think your business from the most important perspective: the customer’s view.’

Dr Luigi Pedrocchi, Group CEO, Mibelle Group

‘A very strong and efficient toolbox that helped us reinvent our business and opened perspectives for growth. You read the book – and apply the insights a lifetime.’

Claudia Pletscher, Chief Development and Innovation, Swiss Post

‘*The Business Model Navigator* is a terrific resource for firms, large and small, looking to reinvent the ways in which they create and capture economic value. As you search for fresh and distinctive solutions to your business model innovation challenges, the comprehensive list of 55+ business models described in detail in the book will help you identify new and insightful business perspectives. More likely than not, some of these insights and solutions will be readily applicable to your situation and may have the potential to transform the nature of competition in your industry.’

*Prof. Ramon Casadesus-Masanell, Herman C. Krannert Professor of
Business Administration, Harvard Business School*

‘The business model innovation method of *The Business Model Navigator* provides novel perspectives on innovation. We use the concept as one key pillar to drive change in our customer-oriented organisation.’

*Dr Jonas Kahlert, Manager Google Cloud's Professional Service
Organization (DACH), Google*

Business Model Navigator, The

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