Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital innovation is the key to future success and presents a practical, step-by-step guide to driving powerful change. Rogers identifies five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your business and drive powerful change. As well as providing a practical framework for adapting and innovating your business model, this book also includes each of the 55 models in a quick-read format that covers: What it is Who invented it Just 55 business models are responsible for 90% of the world's most successful businesses. These 55 models—from the Add-On model used by Ryanair to the Subscription model used by Spotify—provide the blueprints you need to revolutionize your business. The Business Model Book is the essential platform for understanding how a business model actually works. Identifying its four fundamental building blocks, he lays out a structured and repeatable process for reinventing an existing business model or creating a new one and then incubating and scaling it into a business. Business Model Shifts is a visually stunning guide that examines six fundamental disruptions happening now and identifies the most appropriate model to use for your business. The book explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your business. The book also includes each of the 55 models in a quick-read format that covers: What it is Who invented it Business Model Shifts just 55 business models are responsible for 90% of the world's most successful businesses. These 55 models—from the Add-On model used by Ryanair to the Subscription model used by Spotify—provide the blueprints you need to revolutionize your business. The Business Model Book is the essential platform for understanding how a business model actually works. Identifying its four fundamental building blocks, he lays out a structured and repeatable process for reinventing an existing business model or creating a new one and then incubating and scaling it into a business. Business Model Shifts is a visually stunning guide that examines six fundamental disruptions happening now and identifies the most appropriate model to use for your business. The book explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your business. The book also includes each of the 55 models in a quick-read format that covers: What it is Who invented it
Getting to Plan B contains the road map you need to reach success. It define the purpose of a business and its profitability to customers. Serves as a thorough guide to business modeling techniques. Helps to ensure that your business has the very best business model possible. If you need to update a business model Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas. Close the knowledge gap between strategy and likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Everything you need to know to design a profitable business plan Whether you're starting a new business or you've been trading for a while, Creating a Business Plan For Dummies covers everything you need to know. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, Burn the Business Plan is the guide to starting and running a business that will actually work for the rest of us. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, Burn the Business Plan is the guide to starting and running a business that will actually work for the rest of us. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, Burn the Business Plan is the guide to starting and running a business that will actually work for the rest of us. A quick guide to create value propositions that isn't about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit http://disciplinedentrepreneurship.com/
In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn’t through new case studies, featuring real-world results from companies that have embraced these principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today’s internet-savvy buyers. New chapters explore the impact of technology, internationalization, marketing strategy (must be read by all marketers involved in strategy process), the role of video, and more. From companies that have achieved viral marketing success to those that have failed, this book will help you find the right formula for your business. Whether you’re in B2B or B2C, you will learn: What to ask about your buyers and why you should be obsessing over it. How to turn your web presence into a magnet for qualified buyers. Why your content strategy should be a core piece of your overall marketing strategy. What makes a great content marketing strategy, including the role of video. What works and what doesn’t through new case studies, featuring real-world results from companies that have embraced these principles of inbound and content marketing. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today’s internet-savvy buyers. New chapters explore the impact of technology, internationalization, marketing strategy (must be read by all marketers involved in strategy process), the role of video, and more. From companies that have achieved viral marketing success to those that have failed, this book will help you find the right formula for your business. Whether you’re in B2B or B2C, you will learn: What to ask about your buyers and why you should be obsessing over it. How to turn your web presence into a magnet for qualified buyers. Why your content strategy should be a core piece of your overall marketing strategy. What works and what doesn’t through new case studies, featuring real-world results from companies that have embraced these principles of inbound and content marketing.