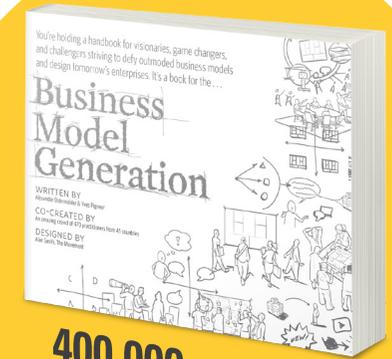


Follow-up to the international bestselling business book phenomenon

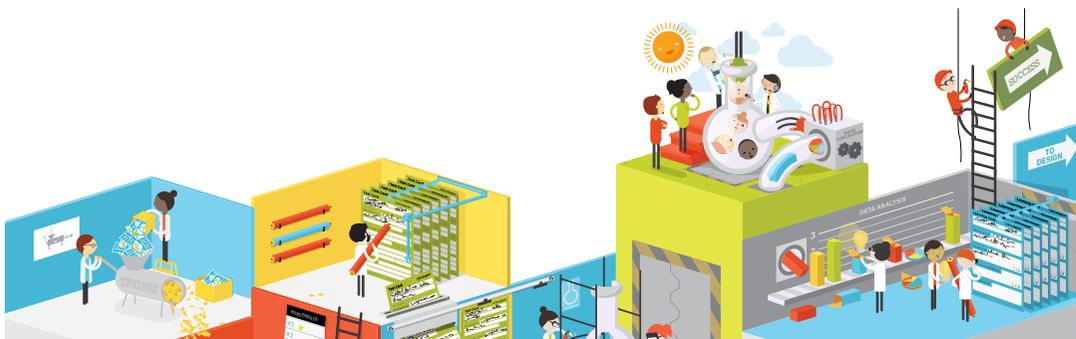
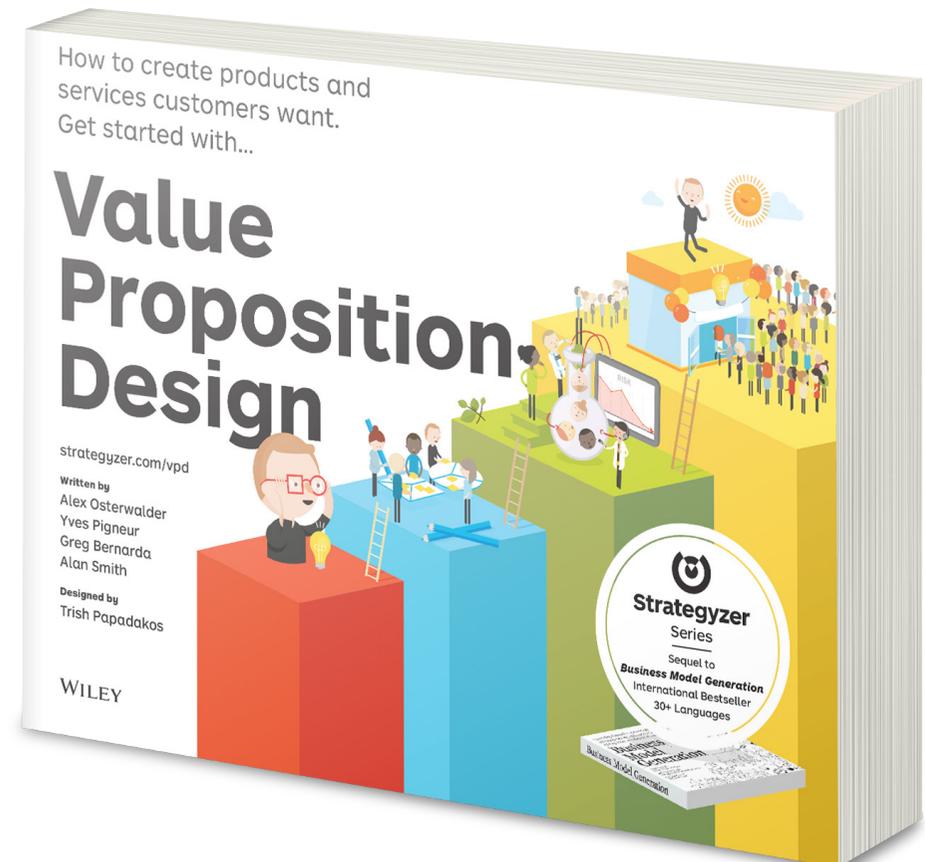
Business Model Generation

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Value Proposition Design takes the most important of the nine building blocks of the **Business Model Canvas**, namely how to create a product or service people will actually pay for, and elaborates further. The book explains how great value propositions are embedded in great business models. They explain how a product or service must answer those jobs, pains or gains that many customers have; align with the way customers measure success; differentiate from the competition in a meaningful way; and address functional, emotional and social issues all together.

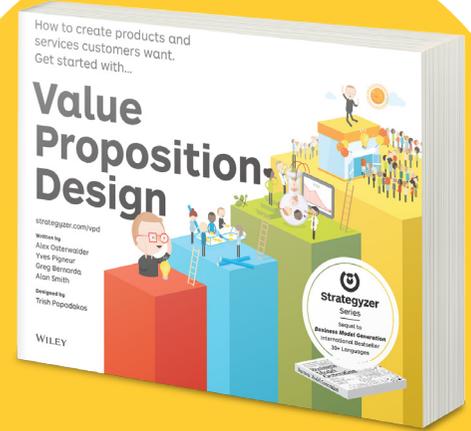
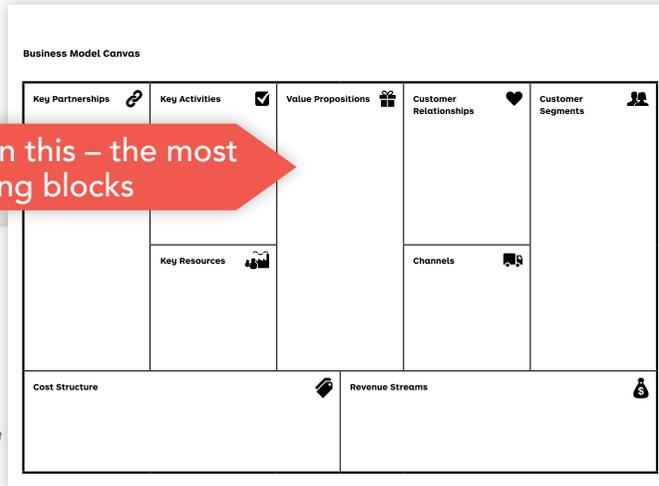


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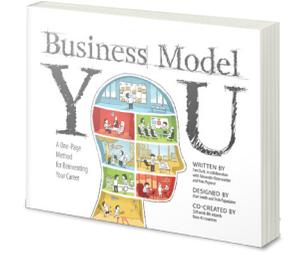
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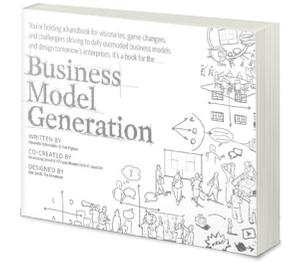
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Osterwalder and Pigneur are already speaking to audiences all over the world about Value Proposition Design