

The book was found

# Value Proposition Design: How To Create Products And Services Customers Want (Strategyzer)



## Synopsis

The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist. *Value Proposition Design* helps you tackle a core challenge of every business: creating compelling products and services customers want to buy. This practical book, paired with its online companion, will teach you the processes and tools you need to succeed. Using the same stunning visual format as the authors' global bestseller, *Business Model Generation*, this sequel explains how to use the "Value Proposition Canvas" a practical tool to design, test, create, and manage products and services customers actually want. *Value Proposition Design* is for anyone who has been frustrated by business meetings based on endless conversations, hunches and intuitions, expensive new product launches that blew up, or simply disappointed by the failure of a good idea. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple but comprehensive process of designing and testing value propositions, taking the guesswork out of creating products and services that perfectly match customers' needs and desires. Practical exercises, illustrations and tools help you immediately improve your product, service, or new business idea. In addition the book gives you exclusive access to an online companion on [Strategyzer.com](http://Strategyzer.com). You will be able to complete interactive exercises, assess your work, learn from peers, and download pdfs, checklists, and more. *Value Proposition Design* complements and perfectly integrates with the "Business Model Canvas" from *Business Model Generation*, a tool embraced by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. *Value Proposition Design* gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models.

## Book Information

Series: Strategyzer

Paperback: 320 pages

Publisher: Wiley; 1 edition (October 20, 2014)

Language: English

ISBN-10: 1118968050

ISBN-13: 978-1118968055

Product Dimensions: 7.5 x 0.7 x 9.5 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (194 customer reviews)

Best Sellers Rank: #2,652 in Books (See Top 100 in Books) #13 in [Books > Business & Money > Processes & Infrastructure > Strategic Planning](#) #16 in [Books > Business & Money > Management & Leadership > Systems & Planning](#) #29 in [Books > Business & Money > Marketing & Sales > Marketing](#)

## Customer Reviews

Value Proposition Design: How to Create Products and Services Customers Want [View larger](#)  
Stress-test your prototypes before testing your ideas [View larger](#)  
Prototype possibilities to cheaply explore ideas and end the 'blah blah' sessions [View larger](#)  
Design tests, experiment with customers, and translate data into learnings

[View larger](#) Learn best practices from concrete examples of business model transformation  
[View larger](#) Assess your skills to create products and services people want  
[View larger](#) Use the online companion to design your Value Proposition and download tools, templates, and resources corresponding with different concepts in the book

[Download to continue reading...](#)

Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer)  
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services  
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services  
Inspired: How To Create Products Customers Love  
Questions of Form: Logic and Analytic Proposition from Kant to Carnap (Minnesota Archive Editions)  
Lean Solutions: How Companies and Customers Can Create Value and Wealth Together  
Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level  
Ask : The counterintuitive online formula to discover exactly what your customers want to buy...create a mass of raving fans...and take any business to the next level  
Design Like Apple: Seven Principles for Creating Insanely Great Products, Services, and Experiences  
Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers  
Graphis Product Design 2: An International Selection of the Best in Product Design (Graphis Products By Design) (v. 2)  
Customers Included (2nd Edition): How to Transform

Products, Companies, and the World - With a Single Step Collaborating with Customers to Innovate:  
Conceiving and Marketing Products in the Networking Age Crossing the Chasm, 3rd Edition:  
Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials)  
Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers Agile  
Product Management with Scrum: Creating Products that Customers Love (Addison-Wesley  
Signature Series (Cohn)) Lean Customer Development: Building Products Your Customers Will Buy  
Agile Product Management with Scrum: Creating Products that Customers Love (Adobe Reader)  
(Addison-Wesley Signature Series (Cohn)) FBA: Product Research: Complete Expert Guide: How to  
Search Profitable Products to Sell on ( FBA, Product Research, How to Find the Best Products to  
Sell on Book 1)

[Dmca](#)