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Come creare prodotti e servizi  
che i clienti desiderano

## Value Proposition Design

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**Leggi ebooks Value Proposition Design Alexander Osterwalder PDF, EPUB, mobi**, Value Proposition Design aiuta imprenditori, manager, agenzie di marketing e creatori di start-up ad affrontare una delle sfide fondamentali di ogni attività economica: creare prodotti e servizi che i clienti davvero desiderano. Applicando la stessa splendida impostazione grafico-visiva del best-seller internazionale Creare modelli di business, di cui è il seguito e il naturale complemento, questo volume mostra come usare il “Value Proposition Canvas”, uno strumento pratico per progettare, collaudare e immettere sul mercato prodotti e servizi che i

clienti saranno felici di acquistare. Esercizi, illustrazioni e strumenti pratici consentono di migliorare il proprio prodotto/servizio o la propria idea di business. Il libro, inoltre, dà accesso esclusivo a un insieme di materiali di supporto online in italiano sul sito Strategyzer.com: esercizi interattivi, test di autovalutazione e casi di studio per imparare da altre aziende che hanno affrontato sfide simili.

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