# Business Model Generation

*A Handbook for Visionaries, Game Changers, and Challengers*

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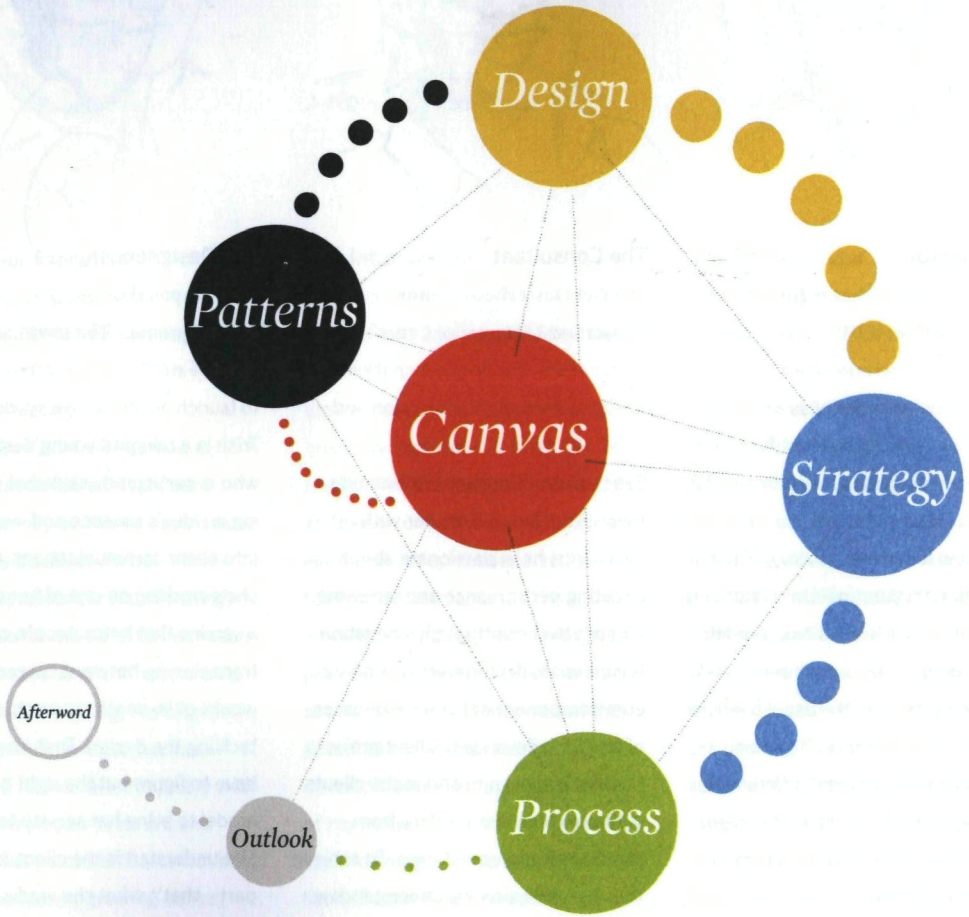
# Table of Contents

The book is divided into five sections: ❶ The Business Model Canvas, a tool for describing, analyzing, and designing business models, ❷ Business Model Patterns, based on concepts from leading business thinkers, ❸ Techniques to help you design business models, ❹ Re-interpreting strategy through the business model lens, and ❺ A generic process to help you design innovative business models, tying together all the concepts, techniques, and tools in *Business Model Generation*. ● The last section offers an outlook on five business model topics for future exploration. ○ Finally, the afterword provides a peek into "the making of" *Business Model Generation*.



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