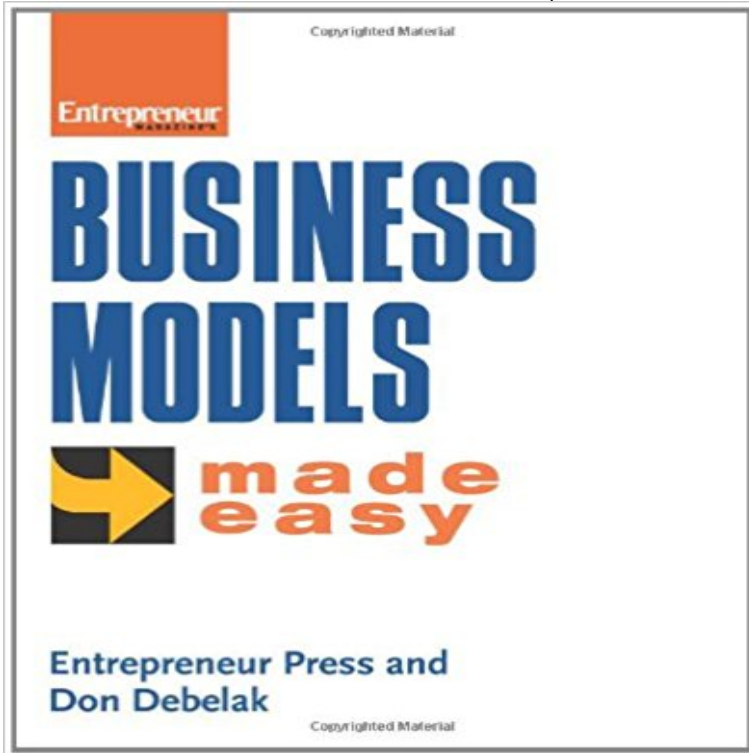


# Business Models Made Easy



Don't Just Plan-Zero In on a Winning Business Model! Before you write a business plan, before you start marketing, before you look for funding, you should develop the most important tool in your business arsenal: a business model. A great business model sets amazing successes apart from failures. Don Debelak reveals how to create a winning business concept, develop a business plan around it, and turn it into a successful business venture. Whether you're starting a new business or looking to revitalize an existing operation, you'll learn: What a model is, why it's important, how it works and how it can improve your business. How to maximize your chances of success with an easy-to-use scoring system. How to use your business model to increase your chances of receiving funding. Strategies for using your model to write a business plan that really works. Take your business to the height of success with this can't-miss strategy.

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Reviews

A product is the centre of a business model, but it is not a business in and of itself

it cant succeed without a great business model.

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It was still not clear that the model made sense.

on the matter in

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