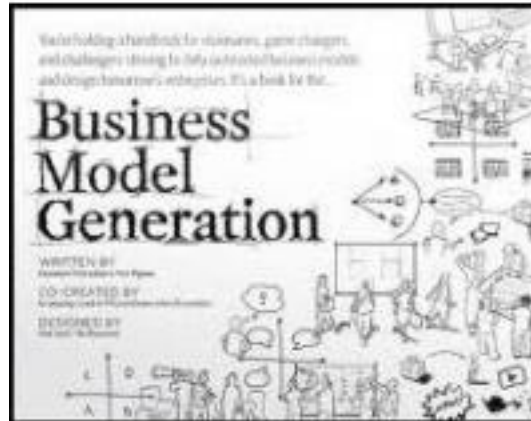


Additional content for CforC Web – Innovation stream, under the “Innovate” sub section – Tools and Methods



## **Business Model Generation**

The most dynamic and prolific area of innovation coming out of the USA in recent times is Business Model Innovation. At the Centre for Competitiveness we are part of the global open innovation development network, working with up to 100,000 other professionals, and developing tools and techniques, approaches and methods, to assist companies and organisations of all types refine, develop and create their (new) business models.

Disruptive new business models are emblematic of our generation. Yet they remain poorly understood, even as they transform competitive landscapes across industries. Business Model Generation offers you powerful, simple, tested tools for understanding, designing, re-working, and implementing business models.

### **Change the way you thinking about business models:**

Business Model Generation will teach you powerful and practical innovation techniques used today by leading companies worldwide. You will learn how to systematically understand, design and implement a new business model – or analyse and renovate an old one.

### **Co-Created by 470 strategy practitioners:**

Business Model Generation practices what it preaches. Co-authored by 470 Business Model Canvas practitioners from 45 countries, the book of the approach was financed and produced independently of the traditional publishing industry. It features a tightly integrated, highly visual design that enables immediate hands-on use.

### **Designed for doers**

Business Model Generation is for those ready to abandon outmoded thinking and embrace new, innovative models of value creation: executives, consultants, entrepreneurs – and leaders of all organizations.

At the Centre for Competitiveness we have used the Business Model Canvass to work with a range of local companies and organisations in refining and developing old(er) business models, and in designing new and exciting business models that take companies to new, blue water, markets with novel and paradigm shifting delivery models.

If you would like more information please contact Adrian Gundy on +44(0)28 9073 7950 or email [adrian.gundy@cforc.org](mailto:adrian.gundy@cforc.org)