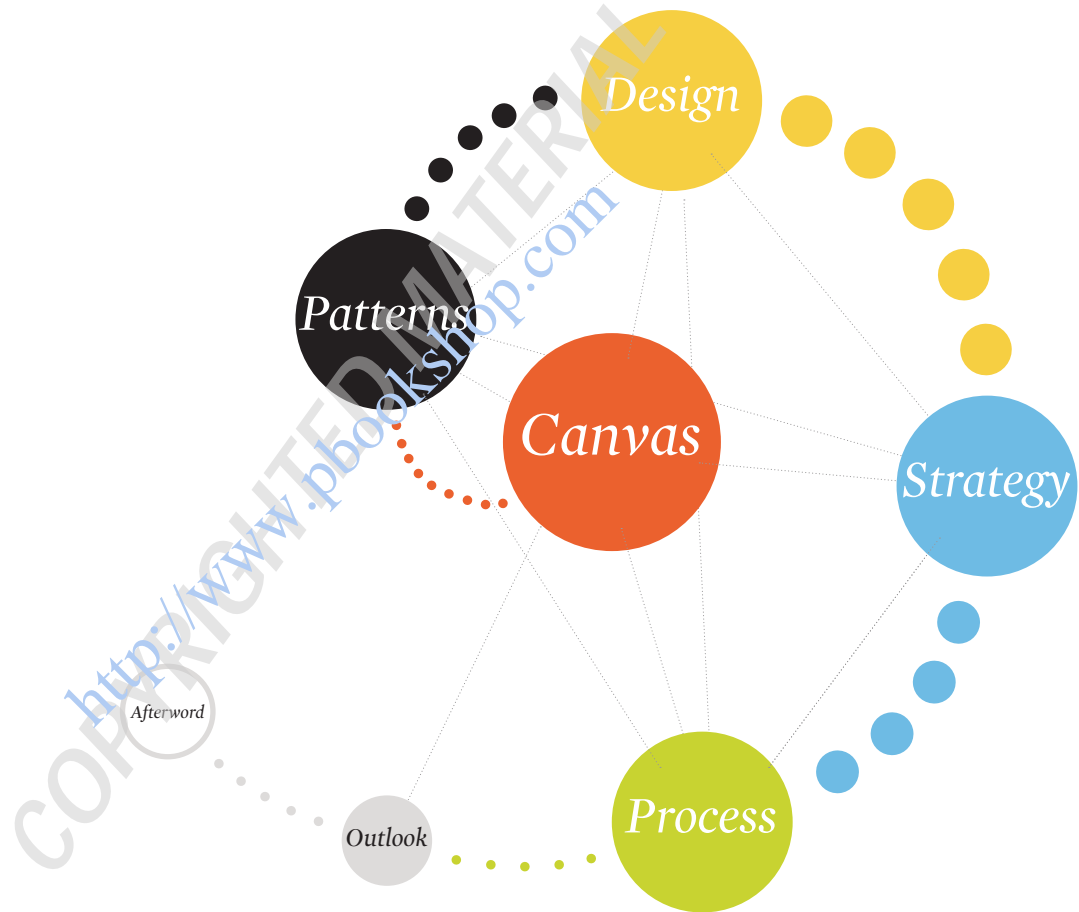


Table of Contents

The book is divided into five sections: 1 The Business Model Canvas, a tool for describing, analyzing, and designing business models, 2 Business Model Patterns, based on concepts from leading business thinkers, 3 Techniques to help you design business models, 4 Re-interpreting strategy through the business model lens, and 5 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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