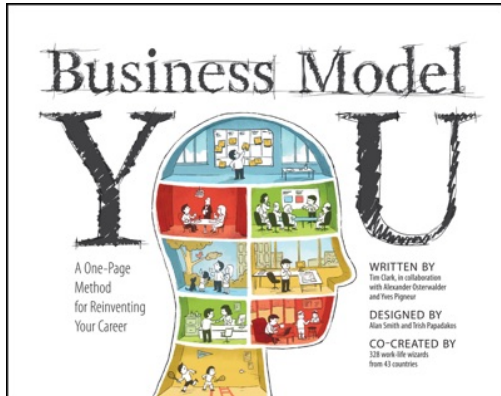


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## A one-page tool to reinvent yourself and your career

The global bestseller *Business Model Generation* introduced a unique visual way to summarize and creatively brainstorm any business or product idea on a single sheet of paper. *Business Model You* uses the same powerful one-page tool to teach readers how to draw "personal business models," which reveal new ways their skills can be adapted to the changing needs of the marketplace to reveal new, more satisfying, career and life possibilities. Produced by the same team that created *Business Model Generation*, this book is based on the

Business Model Canvas methodology, which has quickly emerged as the world's leading business model description and innovation technique.

This book shows readers how to:

Understand business model thinking and diagram their current personal business model  
Understand the value of their skills in the marketplace and define their purpose  
Articulate a vision for change  
Create a new personal business model harmonized with that vision, and most important, test and implement the new model

When you implement the one-page tool from *Business Model You*, you create a game-changing business model for your life and career.

**Title** : Business Model You  
**Author** : Timothy Clark, Alexander Osterwalder & Yves Pigneur  
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