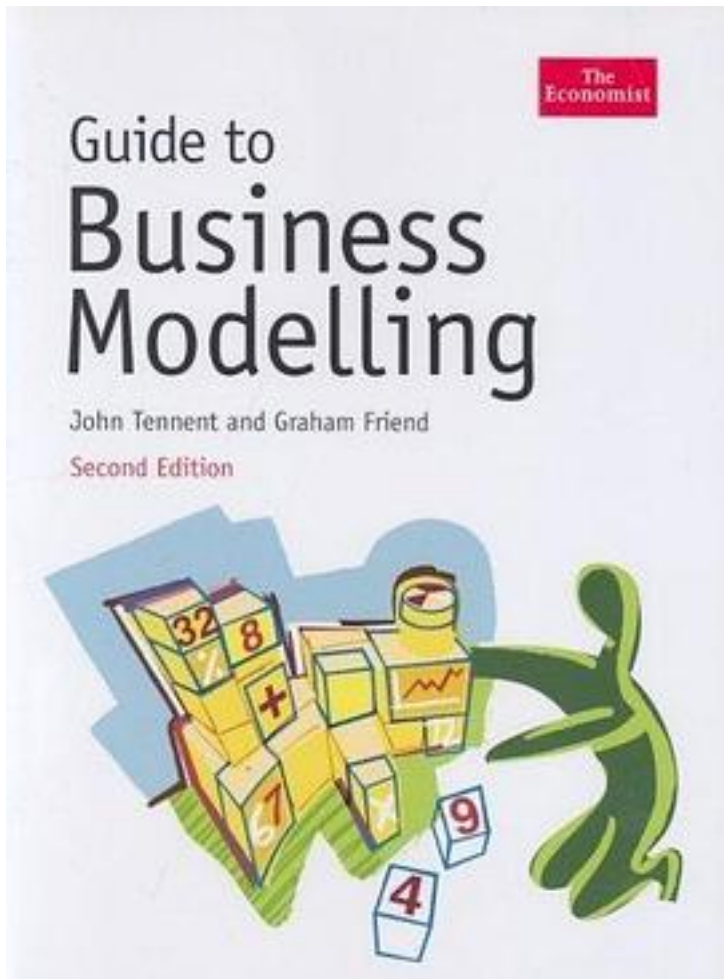


Guide to Business Modelling, Second Edition (Economist Series)



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著者:John Tennent

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The definitive guide to creating business models that can be used to evaluate anything from a modest business proposal to a major acquisition.

All organizations face more and more complex decision-making while the risks dependent on their decisions require increasingly explicit understanding of potential outcomes.

This special larger format guide is full of practical help on how to build the best, most flexible and easy-to-use business models for analyzing the upside or potential downside of anything from a small development of an existing business to large scale mergers and acquisitions. For anyone who wants to get ahead in business and especially for those with bottom-line responsibilities, this is an invaluable guide to how to build spreadsheet models for assessing business risks and opportunities.

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