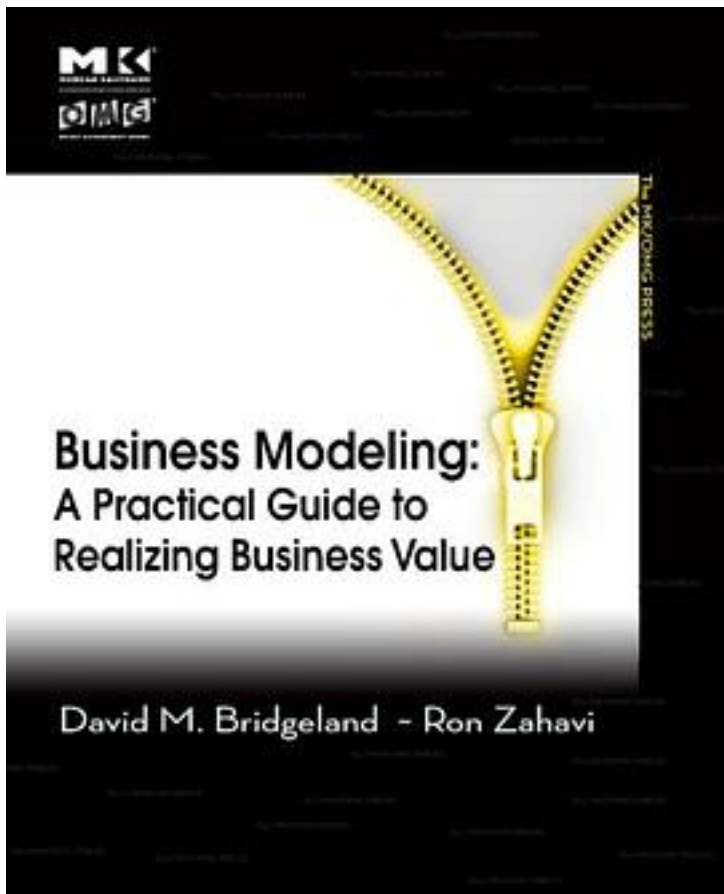


Business Modeling



[Business Modeling_ 下载链接1](#)

著者:David M. Bridgeland

出版者:Morgan Kaufmann

出版时间:2008-12-19

装帧:Paperback

isbn:9780123741516

As business modeling becomes mainstream, every year more and more companies and government agencies are creating models of their businesses. But creating good business models is not a simple endeavor. Business modeling requires new skills.

Written by two business modeling experts, this book shows you how to make your business modeling efforts successful. It provides in-depth coverage of each of the four distinct business modeling disciplines, helping you master them all and understand how to effectively combine them. It also details best practices for working with subject matter experts. And it shows how to develop models, and then analyze, simulate, and deploy them. This is essential, authoritative information that will put you miles ahead of everyone who continues to approach business modeling haphazardly.

- * Provides in-depth coverage of the four business modeling disciplines:

process modeling, motivation modeling, organization modeling, and rules modeling.

- * Offers guidance on how to work effectively with subject matter experts and how to run business modeling workshops.

- * Details today's best practices for building effective business models, and describes common mistakes that should be avoided.

- * Describes standards for each business modeling discipline.

- * Explains how to analyze, simulate, and deploy business models.

- * Includes examples both from the authors' work with clients and from a single running example that spans the book.

作者介绍:

目录:

[Business Modeling 下载链接1](#)

标签

建模

商业

网上推荐的书

原版

创业

业务

评论

[Business Modeling_ 下载链接1_](#)

书评

在豆瓣我是如此孤独，这是第二本只有我一个人看过的书了。
也难怪，在美国这个领域都是很前沿的，而在中国，了解过全部四种业务建模方法论的人恐怕更屈指可数。而且他们估计都不上豆瓣。David Bridgeland 和 Ron Zahavi是我在美国的同事。David更是一个好朋友。他的认真，善...

[Business Modeling_ 下载链接1_](#)