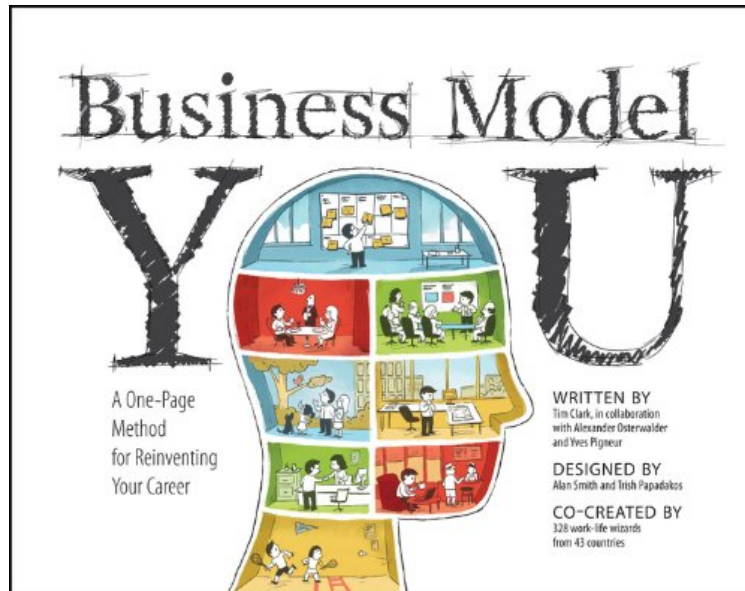


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# Business Model You: A One-Page Method For Reinventing Your Career

*Timothy Clark, Alexander Osterwalder, Yves Pigneur*  
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**Timothy Clark, Alexander Osterwalder, Yves Pigneur : Business Model You: A One-Page Method For Reinventing Your Career** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Model You: A One-Page Method For Reinventing Your Career:

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plan for creating your personal business model  
By Jennifer M. Mills  
I enjoyed Alexander Osterwalder and Yves Pigneur's "Business Model Generation." It gave me a process to develop a visual for how the programs I lead work that I can easily share with stakeholders across my organization. So when this book came out, I bought it immediately. Now, I buy a lot of business books and I don't always finish reading them. This one I read in one sitting on a Saturday morning over my coffee. I couldn't put it down. I appreciate the way it leads you through the development of your personal business model and the personal examples shared by others and I am now using it to work my way through the development of my own one-pager (using lots of scratch paper along the way). If you are looking for a framework to capture your career plan and a process for putting it together, this book is a great guide.

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.

.com Q A with Tim Clark, author of Business Model You  
What inspired you to write Business Model You? One day, on a whim, I decided to use the Business Model Canvas to diagram my career in the form of a "personal business model." The experience floored me, and I thought, well, if this helped me, it should help a lot of other people, too.  
Who is this book for? The book is for anyone who's keen to rethink how they work. It's especially helpful for people like me, who've long lacked a logical way to conceptually frame their careers. What sets Business Model You apart from other career books? BMY is the first book to apply a business model description, analysis, and innovation methodology to individuals. Other books exhort readers to think of themselves as "one-person enterprises" and "startups." BMY provides a specific method for doing so. What is the one thing you hope readers get out of reading Business Model You? I hope readers absorb BMY's career-tweaking methodology--it's something they'll find useful for the rest of their lives. How has the response been to the book so far from readers? Readers worldwide tell me they're delighted with BMY. The book is now slated for release in 11 languages besides English. It's wonderful knowing that the approach resonates globally.