

**The  
Economist**

Guide to

# Business Modelling

John Tennent and Graham Friend

Third Edition



# Guide To Business Modelling

**John Tennent, Graham Friend**



## **Guide To Business Modelling:**

*Guide to Business Modelling* John Tennent, Graham Friend, The Economist, 2014-04-01 Full of practical help on how to build the best most flexible and easy to use business models that can be used to analyze the upsides and downsides of any business project this new edition of the Guide to Business Modeling is essential reading for the twenty first century business leader This radically revised guide to the increasingly important fine art of building business models using spreadsheets the book describes models for evaluating everything from a modest business development to a major acquisition Fully Excel 2010 aligned with enhanced Excel and business content More model evaluation techniques to help with business decision making Helpful key point summaries New website from which model examples given in the book can be downloaded For anyone who wants to get ahead in business and especially for those with bottom line responsibilities this new edition of Guide to Business Modeling is the essential guide to how to build spreadsheet models for assessing business risks and opportunities **Guide**

**to Business Modelling** John Tennent, Graham Friend, 2005-05-01 All organisations 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 analysing the upside or potential downside of anything from a small development of an existing business to large scale mergers and acquisitions Tennent and Friend have completely revised and updated the acclaimed first edition 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 [Guide to Business Modelling](#) John Tennent, Graham Friend, 2011-08-02 The revised and updated guide to business modeling Full of practical help on how to build the best most flexible and easy to use business models that can be used to analyze the upsides and downsides of any business project Guide to Business Modeling Third Edition is essential reading for the twenty first century business leader This radically revised guide to the increasingly important fine art of building business models using spreadsheets the book describes models for evaluating everything from a modest business development to a major acquisition New edition of widely acclaimed guide to business decision making Fully Excel 2010 aligned with enhanced Excel and business content More model evaluation techniques to help with business decision making New website from which model examples given in the book can be downloaded For anyone who wants to get ahead in business and especially for those with bottom line responsibilities this new edition of Guide to Business Modeling is the essential guide to how to build spreadsheet models for assessing business risks and opportunities [Business Modeling](#) David M. Bridgeland, Ron Zahavi, 2008-12-18 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

### **Business Models Guide**

FourWeekMBA, The guide by FourWeekMBA on business models to get up to date with all the potential models born and evolved during the web era and rising with the digital revolution happening on the web A business model is a framework for finding a systematic way to unlock long term value for an organization while delivering value to customers and capturing value through monetization strategies A business model is a holistic framework to understand design and test your business assumptions in the marketplace In this guide we ll see also 53 business model types identified by the FourWeekMBA research Ever since this list started to be published back in 2018 many copycats around the web have started to duplicate it without understanding the meaning of each model referenced here Thus if you need our feedback feel free to reach out You can jump directly to any of them below or read the guide in order A mix of chain and franchise business model Ad supported subsidized business model Affiliate business model Aggregator business model Agency based business model Asymmetric business models Attention merchant business model Barbell business model Bidding multi brand platform model Blitzscaler mode business model Blockchain based business models Bundler model Cash conversion cycle or cash machine model Discount business model focusing on high quality Distribution based business model Direct to consumers business model Direct sales business model E commerce marketplace business model Educational niche business model Family owned integrated business model Feeding model Freemium model freemium as a growth tool Free to play model Freeterprise model Gatekeeper model Heavy franchised business model Humanist enterprise business model Enterprise business model built on complex sales Lock in business model Instant news business model Management consulting business model Market maker model Multi brand business model Multi business model Multi sided platform business model Multimodal business model Multi product Octopus business model On demand subscription based business model One for one business model Open Source Business Model Peer to peer business model Platform agnostic model Platform business model Privacy as an innovative business model Razor and blade revenue model Self serving model Space as a service model Subscription based business model Surfer model reverse engineering the gatekeeper Three sided marketplace model User generated content

business model User generated AI amplified model Unbundler model Vertically integrated business model What is a business model and why is it important A business model is a critical element for any startup s success as it is what unlocks value in the long term In a way developing a business model isn t only about monetization strategies Indeed that is way more holistic To develop a business model companies need to create value for several stakeholders Thus a business model is about what makes users go back to your app service or product It is about how businesses can get value from your solution It is about how suppliers grow their business through it A business model is all those things together In short when those pieces come together that is when you can say to have a business model      Good Small Business Planning Guide John Kirwan,2009-09-15

Research shows that roughly half of all start up businesses fail within the first three years and the majority of failures happen because business owners aren t prepared enough to deal with the challenges that can affect them In other words they haven t done enough planning Creating a business plan should be one of the first things you do when you think of starting up a company and it s an important document to turn to time and again as your business develops especially in these difficult financial times Accessible and easy to read the Good Small Business Planning Guide shows readers how to Plan their business strategy Pitch their plan to raise funds Spot problems in advance and work out how to deal with them Update and refresh the plan for different audiences      *Guide to Business Modelling, Second Edition* John Tennent,Graham Friend,2005

The Manager's Pocket Guide to Strategic and Business Planning Stephen G. Haines,1999 Enterprises in today s Global Information Age must keep up with rapid changes in technology while overhauling businesses programs and operations to meet the changing values and demands of customers and employees This guide will aid you in applying the Systems Thinking Approach to your strategic and business planning by explaining how to develop a strategic plan ensure successful implementation of the plan and build and sustain high performance over the long haul      *Planning to Win* Gordon Pender,2019-10-15

*TOGAF® Business Architecture Level 1 Study Guide* Andrew Josey,Steve Else,2019-07-09 This title is the Study Guide for the TOGAF Business Architecture Part 1 Examination It gives an overview of every learning objective for the TOGAF Business Architecture Syllabus and in depth coverage on preparing and taking the TOGAF Business Architecture Part 1 Examination It is specifically designed to help individuals prepare for certification This Study Guide is excellent material for Individuals who require knowledge and understanding of TOGAF Business Architecture techniques Professionals who are working in roles associated with an architecture project such as those responsible for planning execution development delivery and operation Architects who are looking to achieve the TOGAF Business Architecture Level 1 credential Architects who want to specialize in development of a Business Architecture based on the TOGAF Standard Version 9.2 It covers the following topics Business Modeling Business Capabilities Value Streams Information Mapping TOGAF Business Scenarios and how to apply them in development of a Business Architecture based on the TOGAF Standard Version 9.2 A prior knowledge of Enterprise Architecture is advantageous but not required While reading this Study Guide

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**The TOGAF® Business Architecture Foundation Study Guide** Andrew Josey, The Open Group, 2023-04-10 The TOGAF Standard a standard of The Open Group is a proven Enterprise Architecture methodology and framework used by the world's leading organizations to improve business efficiency The TOGAF Certification Program has enabled more than 100 000 Enterprise Architects and trainers around the globe to demonstrate their proven knowledge of the framework and method This is the book you need to prepare for the TOGAF Business Architecture Foundation qualification This edition is aligned to the TOGAF Standard 10th Edition It includes an overview of every learning outcome included in the TOGAF Business Architecture Syllabus and in depth coverage on preparing and taking the TOGAF Business Architecture Foundation examination It includes Key Learning Points exercises and challenging Test Yourself questions for each part of the syllabus together with a Test Yourself examination paper that you can use to test your readiness to take the official TOGAF Business Architecture Foundation examination The audience for this Study Guide is Individuals such as those responsible for business planning who wish to apply the TOGAF Business Architecture approach in their working environment Individuals needing to gain competencies in TOGAF Business Architecture techniques Individuals who wish to become qualified as part of their own professional development A prior knowledge of Enterprise Architecture is advantageous but not required Topics covered include An introduction to TOGAF certification and the TOGAF Business Architecture Foundation qualification including the TOGAF Business Architecture Foundation examination The concepts of Enterprise Architecture and the TOGAF Standard this includes the TOGAF Architecture Development Method ADM the contents of the TOGAF framework and the TOGAF Library The key terminology of TOGAF Business Architecture An introduction to the TOGAF ADM including the objectives of the ADM phases and how to adapt and scope the ADM for use How business modeling relates to the TOGAF Standard the impact and benefits of business

models and examples of different representations of business models How to define business capabilities how they can be modeled and how to map them to other business perspectives Value streams and value stream mapping the benefits the different approaches to value stream analysis the relationship to other Business Architecture concepts and how to apply value streams How to apply information mapping when developing a Business Architecture How to apply organization mapping when developing a Business Architecture How to apply the TOGAF Business Scenario method How a Business Architecture is developed with the TOGAF ADM

**The TOGAF® Standard, 10th Edition - A Pocket Guide** Andrew Josey,Dave Hornford,2022-04-26 This is the official Pocket Guide for the TOGAF Standard 10th Edition from The Open Group Building on over 25 years of development and constant input from The Open Group Architecture Forum s global community of Enterprise Architecture thought leaders the TOGAF Standard 10th Edition expands the material available to architecture practitioners to make adoption of best practices easier With greatly expanded guidance and how to material it enables organizations to operate in an efficient and effective way across a broad range of use cases including Agile enterprises and Digital Transformation The TOGAF Standard is the most prominent and reliable Enterprise Architecture standard ensuring consistent standards methods and communication among Enterprise Architecture professionals Those professionals who are fluent in the TOGAF approach enjoy greater industry credibility job effectiveness and career opportunities The TOGAF approach helps practitioners avoid being locked into proprietary methods utilize resources more efficiently and effectively and realize a greater return on investment This official Pocket Guide provides an overview of the contents and purpose of the TOGAF Standard in a condensed form As such it does not cover every aspect of the standard in detail but provides highlights and key reference information Topics covered include A high level introduction to the TOGAF Standard introducing the modular TOGAF documentation set the TOGAF Library and the TOGAF framework Guidance on how to read the standard An introduction to the general how to information provided in the TOGAF Standard including guidance for practitioners and how to use the standard in the Digital Enterprise An overview of guidance to support the establishment of an Enterprise Architecture team An overview of the guidance provided in the TOGAF Standard for specific topic domains including Security Architecture Business Architecture Data Information Architecture Agile Methods and Reference Models and Methods An introduction to the TOGAF Fundamental Content documents provided in the TOGAF Standard which describe the concepts considered to be universally applicable to the TOGAF framework including Key techniques of the ADM cycle Guidelines for adapting the TOGAF ADM for different usage scenarios The Architecture Content Framework Enterprise Architecture Capability and Guidance The TOGAF Architecture Development Method ADM including summary phases for each of the ADM phases An overview of ADM deliverables

**Guide to Business Planning** Graham Friend,Stefan Zehle,2009-04 A comprehensive guide to every aspect of preparing and using a business plan newly updated and revised New businesses and existing businesses fare better with well thought out plans It is essential to have a good business plan to raise capital either

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**The TOGAF® Standard, 10th Edition - Business Architecture - 2025 Update** The Open Group,2025-06-30 html body data pb style EVJ64F9 This document is a compilation of TOGAF Series Guides addressing Business Architecture It has been developed and approved by The Open Group and is part of the TOGAF Standard 10th Edition It consists of the following documents TOGAF Series Guide Business Models This document provides a basis for Enterprise Architects to understand and utilize business models which describe the rationale of how an organization creates delivers and captures value It covers the concept and purpose of business models and highlights the Business Model Canvas™ technique TOGAF Series Guide Business Capabilities Version 2 This document answers key questions about what a business capability is and how it is used to enhance business analysis and planning It addresses how to provide the architect with a means to create a capability map and align it with other Business Architecture viewpoints in support of business planning processes TOGAF Series Guide Value Streams Value streams are one of the core elements of a Business Architecture This document provides an architected approach to developing a business value model It addresses how to identify define model and map a value stream to other key components of an enterprise s Business Architecture TOGAF Series Guide Information Mapping This document describes how to develop an Information Map that articulates characterizes and visually represents information that is critical to the business It provides architects with a framework to help understand what information matters most to a business before developing or proposing solutions TOGAF Series Guide Organization Mapping This document shows how organization mapping provides the organizational context to an Enterprise Architecture While capability mapping exposes what a business does and value stream mapping exposes how it delivers value to specific stakeholders the organization map identifies the business units or third parties that possess or use those capabilities and which participate in the value streams TOGAF Series Guide Business Scenarios This document describes the Business Scenarios technique which provides a mechanism to fully understand the requirements of information technology and align it with business needs It shows how Business Scenarios can be used to develop resonating business requirements and how they support and enable the enterprise to achieve its business objectives Reactions from other readers A quality hard copy of the TOGAF method easier to read than endless htm docs or huge pdfs The TOGAF framework has become the de facto standard for developing Enterprise Architectures A good one stop

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*Informatics, Networking and Intelligent Computing* Jiaying Zhang, 2015-05-06 This proceedings volume contains selected papers presented at the 2014 International Conference on Informatics Networking and Intelligent Computing held in Shenzhen China Contributions cover the latest developments and advances in the field of Informatics Networking and Intelligent Computing

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*The Economist Guide to Business Modelling* John Tennent, 2001 BUSINESS STRATEGY All organisations face more and more complex decision making while the risks dependent on their decisions require increasingly explicit

understanding of potential outcomes The new edition of this widely acclaimed guide is full of practical help on how to build the best most flexible and easy to use business models for analysing 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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