



# **THE BUSINESS MODELS HANDBOOK**

Templates, theory and case studies

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**PAUL HAGUE**



# PRAISE FOR *THE BUSINESS MODELS* HANDBOOK

‘As strategy is all about three things – implementation, implementation, implementation – *The Business Models Handbook* is especially useful because it not only discusses the most important business models, but also provides practical guidance on how each model can be used.’ **Rennie Gould, CEO, Customize UK Training**

‘An excellent guide from a trusted source, this book will fast-track knowledge for managers wishing to develop their strategy or indeed their strategic thinking.’ **Professor Stuart Roper, Huddersfield Business School, University of Huddersfield**

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‘A comprehensive toolkit for managers wishing to learn the key insights from academic research of the last 60 years, and how they can help business.’ **Dr Chris Raddats, Senior Lecturer in Marketing and Operations, Management School, University of Liverpool**

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