



The secret to having a large share of customers is a unique value proposition. But how to have a unique value proposition? Answers are few and far between; in fact one may find no definite and working advice.

But what if you come across a book promising to address the following issues—in fact your issues? You would go for it. And suppose too the issues go something like this:

First, you may be overwhelmed by the task of true value creation and you end up feeling like there should be better tools available to help you create value for your customers and your business... and so on and so on.

Moreover, you may feel frustrated by unproductive meetings and misaligned teams. Maybe you may have experienced teams that lacked a shared language and a shared understanding of customer value creation... etc. etc.

Another problem: you may have been involved in bold shiny projects that blew up. Why, you may have made big bold bets that failed and wasted a lot of money in the process; you may also have put energy into polishing and refining a business plan until it perpetuated the illusion that it could actually work—but it didn't; alternatively, you may have spent more time developing and debating ideas rather than testing them with customers and stakeholders.

If, again or on the other hand, you have been disappointed by the failure of a good idea, but the book you are looking at promises that it will help you understand the patterns of value creation- gain clarity; leverage the experience and skills of your team. That is getting your team aligned. Suppose also you want to avoid wasting time with ideas that won't work? That is minimizing the risk of a flop? And what about help in designing, testing and delivering what customers want? The natural reaction would be to have a go at the book by reading it.

Yet suppose there is no such a valuable resource yet? The result is being stuck in a rut, failing and failing, bankruptcy, no business—eventually. But the tips we have just shared belong to a book that is already in the market and turning world businesses around, already.

[Value Proposition Design](#) by Alexander Osterwalder and colleagues is the book promising to sort the issues we raised above in the following four general and specific ways, divided into chapters: the “Canvas”, which comes with tips on how to construct a suitable “customer profile”, “value map” and much more. The chapter succeeding the “[Business Model Canvas](#)” deals with essential aspects of value proposition design captured in sections such as “prototyping possibilities”, “starting points”, “understanding customers”, “making choices”, “finding the right business model”...

The third chapter of the sequel to the [Business Model Generation](#) meticulously explains “what to test” in a value proposition, including how to test (which is “step-by-step”), before bringing the chosen value proposition to the “Experiment Library”, then “bringing it all together”.

Aspects of creating team alignment, measuring and monitoring value, improving value and reinventing it are covered in the “Evolve” chapter, the last chapter.

Get the book and get to know “How to create products and services customers want”.