



Business Model Validation: What Makes Business Models Work?

David Wanetick

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Over twenty years of high-level analytical experience—including hundreds of CEO interviews—are unleashed on the pages of Business Model Validation. Hundreds of valuable insights—regarding industries as diverse as textbook publishers to online pornography purveyors and from cement producers to death care operators—were selected to enable readers to maximize their returns-on-investment.

David Wanetick reveals his groundbreaking analysis into emerging business models such as those of on-demand taxis, home sharing, Bitcoin, music streaming, drones, crowdfunding, marijuana dispensaries, electronic cigarettes, flash sales operators, freemium businesses, electric vehicles, massive open online course operators (MOOCs), cloud storage and 3-D printers.

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