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Guide to Business Modelling

By John Tennent, Graham Friend



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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.



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Editorial Review

From the Inside Flap

This fully updated, revised, and expanded edition of the definitive guide to creating business models can be used to evaluate opportunities from a modest business proposal to a major acquisition. It will enable anyone to learn how to model business projects or improve their business modelling skills. Following an introduction and chapters on using Excel and the spreadsheet functions and features that are essential for business modelling, it looks at:

- The business model planning and development process
- Defining the outputs
- Uncertainty, scenario planning, and model inputs
- Developing the scenarios
- Managing the model-building process
- Best practice in model structure and sheet design
- Graphical presentation
- Forecasting revenue
- Operating costs
- Capital expenditure and working capital
- Modelling funding choices
- Financial statement development
- Project appraisal and company valuation
- Testing and debugging
- Introduction to programming and macros
- From spreadsheet to application
- Driving the model
- Documenting the model

The book is accompanied by a website where there is a range of examples to download:
www.guidetobusinessmodelling.com

From the Back Cover

Guide to Business Modelling

Businesses face ever more complex decision-making requiring an increasingly explicit understanding of the potential outcomes to help minimise their risk. This third, expanded, and revised edition of this much acclaimed and definitive guide to creating business models is full of practical help on how to build the most robust, flexible, and easy-to-use models for analyzing the potential upside or downside of any business project.

This guide is aimed at both those who are business modelling novices and those with considerable experience who are keen to improve their business modelling skills. It covers every aspect of the process: defining the model structure and outputs; building the model components with all the factors that you will or may need to take into account; testing and debugging the model; and, finally, exploring scenarios and using the model to help you reach a business decision.

As well as being fully updated and aligned with the latest spreadsheet software, this new edition includes yet more model evaluation techniques and is accompanied by a website from which examples of models can be downloaded.

For anyone who wants to develop their business skills and especially for those with bottom line and business planning responsibilities, this is an invaluable guide to how to build spreadsheet models for assessing business risks and opportunities.

About the Author

John Tennent, a chartered accountant, is managing director of Corporate Edge, a consultancy and training company specializing in business modelling and investment appraisal.

Graham Friend is managing director of Coleago Consulting, a firm that provides business planning and modelling support to telecommunications, media, and technology companies.

Users Review

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Mary Partee:

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