



# 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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