

Business Model Generation A Handbook For Visionaries Game Changers And Challengers

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Business Model Generation offers you powerful, simple, tested tools for understanding, designing, reworking, and implementing business models. Business Model Generation is a practical, inspiring handbook for anyone striving to improve a business model - or craft a new one. CHANGE THE WAY YOU THINK ABOUT BUSINESS MODELS. Business Model Generation will teach you powerful and practical innovation techniques used today by leading companies worldwide. You will learn how to systematically ...

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Business Model Generation by Alexander Osterwalder

The book is divided into five sections: 1The Business Model Canvas, a tool for describing, analyzing, and designing business models, 2Business Model Patterns, based on concepts from leading business thinkers, 3techniques to help you design business models, 4re-interpreting strategy through the business model lens, and 5a generic process to help you design innovative business models, tying together all the concepts, techniques, and tools in

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