

Business Model Generation A Handbook For Visionaries Game Changers And Challengers

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Business Model Generation: A Handbook for Visionaries ...

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Business Model Generation. : Alexander Osterwalder, Yves Pigneur. OSF, 2010 - Business planning - 278 pages. 9 Reviews. getAbstract Summary: Get the key points from this book in less than 10 minutes. A different kind of business world calls for a different kind of business manual, and that's what Alex Osterwalder and Yves Pigneur have achieved in their New Age guide to contemporary business modeling.

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

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