

Osterwalder Business Model Generation

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I'm Alex Osterwalder. In my writing, speaking, and the software company I co-founded, I obsess with

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making strategy, innovation and entrepreneurship simple, practical, and applicable. I invented the Business Model Canvas , co-founded strategyzer.com and lead authored Business Model Generation which sold a million copies in 30 languages.

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Business Model Generation This book describes a visualization approach to the creation of a business model. The visualization addresses all aspects of a basic business model and can be used to explain the model to others. The visualization is called a business model canvas and it can fit on a single standard piece of paper.

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Business Model Generation by Alexander Osterwalder & Yves Pigneur is not the type of book that you read and put away, but one that you reference all the time. It is loaded with tools to help you understand, design, rework and implement business models.

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/ the logic by which it sustains itself financially How your idea actually becomes a business Different companies can have similar offerings but different business models Model affects strategy/ways of operating

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The nine "building blocks" of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder based on his earlier work on business model ontology. Since the release of Osterwalder's work around 2008, new canvases for specific niches have appeared.

~~Business Model Canvas – Wikipedia~~

Business Model Canvas The Business Model Canvas is a strategic management and entrepreneurial tool. It allows you to describe, design, challenge, invent, and pivot your business model.

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Alexander Osterwalder (born 1974) is a Swiss business theorist, author, speaker, consultant, and entrepreneur, known for his work on business modeling and the development of the Business Model Canvas.

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