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Business Model Generation Ein Handbuch f r Vision re

Dr. Alexander Osterwalder ist Berater und Trainer f r Gesch ftsmodellinnovationen. Seinen praxisorientierten Ansatz des Gesch ftsmodelldesigns entwickelte er zusammen mit Dr. Yves Pigneur.

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Osterwalder, Pigneur, Business Model Generation, 2010, Buch, Sachbuch, 978-3-593-39474-9, B cher schnell und portofrei.

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Alex Osterwalder

I invented the Business Model Canvas , co-founded strategyzer.com and lead authored Business Model Generation which sold a million copies in 30 languages. My speaking fees correspond to the conventional rates of the global speaking circuit of best-selling authors.

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Business Model Canvas f r Startups und Corporates

Literaturtipp: Alexander Osterwalder Business Model Generation Alexander Osterwalder, Baujahr 1974, ist selbst Entrepreneur und gilt als Business Model Innovator. Sein Startup Business Model Foundry hat sich zur Aufgabe gemacht neue Tools f r Innovatoren und Startups zu entwickeln.

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Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

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