

Business Model Generation A Handbook For Visionaries Game Changers And Challengers

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Business model generation : a handbook for visionaries, game changers, and challengers by Osterwalder, Alexander, author. ... Offers tools and techniques to systematically understand, design, and implement new business models and renovate and rework old models Includes bibliographical references (page 276) Notes.

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The book entitled "Business Model Generation: A Handbook for visionaries, game changers and challengers" though written by Osterwalder and Pigneur (2010) was also co-created by 470 practitioners from 45 countries. The book is thus

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