

## **OSTERWALDER BUSINESS MODEL GENERATION**



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### **Business Model Generation 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 is a strategic management and lean startup template for developing new or documenting existing business models. Business Model Generation, A. Osterwalder, Yves Pigneur, Alan Smith, and 470 practitioners from 45 countries, Wiley published.

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