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- 32 Marjorie Kelly, *Owning Our Future: The Emerging Ownership Revolution; Journeys to a Generative Economy* (San Francisco: Berrett-Koehler, 2012), 8–9.
- 33 Alex Osterwalder and Yves Pigneur, *Business Model Generation* (Hoboken, NJ: John Wiley and Sons, 2010). A preview of the book is available at strategyzer.com/books/business-model-generation.
- 34 This business model canvas is available to download at strategyzer.com/canvas/business-model-canvas.
- 35 We've made the "Open Business Model Canvas," designed by the coauthor Paul Stacey, available online at docs.google.com/drawings/d/1QOIda2qak7wZSSOa4Wv6qVMO77lwkKHN7CYyq0wHivs/edit. You can also find the accompanying Open Business Model Canvas Questions at docs.google.com/drawings/d/1kACK7TkojgsM18HUWCbX9xuQ0Byna4plSVZXZGTtays/edit.
- 36 A more comprehensive list of revenue streams is available in this post I wrote on *Medium* on March 6, 2016. "What Is an Open Business Model and How Can You Generate Revenue?", available at medium.com/made-with-creative-commons/what-is-an-open-business-model-and-how-can-you-generate-revenue-5854d2659b15.
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