

Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers By Alexander Osterwalder;Yves Pigneur

By Alexander Osterwalder;Yves Pigneur

design & differentiate your business model. A handbook for visionaries, Alex Osterwalder; Yves Pigneur; for Visionaries, Game Changers, and Challengers.

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Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises.

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