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What is a Business Model? "a business model describes the rationale of how an organization creates, delivers, and captures value" • Alexander Osterwalder " "Business Model Generation" • How a company intends to make money / the logic by which it sustains itself financially

Business Models - Wilfrid Laurier University

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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