

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

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The book is divided into five sections: **1** The Business Model Canvas, a tool for describing, analyzing, and designing business models, **2** Business Model Patterns, based on concepts from leading business thinkers, **3** Techniques to help you design business models, **4** Re-interpreting strategy through the business model lens, and **5** A generic process to help you design innovative business models, tying together all the concepts, techniques, and tools in *Business Model Generation*. The last section offers an outlook on five business model topics for future exploration. Finally, the afterword provides a peek into "the making of" *Business Model Generation*.

1 Canvas.

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2 Patterns.

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Outlook.

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