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The nine "building blocks" of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder based on his earlier work on business model ontology. Since the release of Osterwalder's work around 2008, new canvases for specific niches have appeared.

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## **Business Model Canvas - Wikipedia**

Source: Osterwalder and Pigneur ().

Canvas Business Palabras Claves:

modelo de negocios. canvas. creación  
de valor. Keywords: business model.

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[Alexander Osterwalder, Yves Pigneur]

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The Business Model Canvas is a joint project launched by Alexander



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Osterwalder and Yves Pigneur, which is intended to present the business model of a company in a comprehensive manner. The model was described in more detail in their book " Business Model Generation ". The Canvas distinguishes between two perspectives.

## **The Business Model Canvas by Alex**

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Alexander Osterwalder (born 1974) is a

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Swiss business theorist, author, speaker, consultant, and entrepreneur, known for his work on business modeling and the development of the Business Model Canvas.

## **Alexander Osterwalder - Wikipedia**

Alex Osterwalder Transcript. Alex Osterwalder is the bestselling author of

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Business Model Generation, Value Proposition Design, and Testing Business Ideas. He also released a new book back in April called *The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration from the World's Best Business Models*.

**Alexander Osterwalder on How to**

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## **Build an Invincible Company**

Business Model Generation by Alexander Osterwalder & Yves Pigneur is not the type of book that you read and put away, but one that you reference all the time. It is loaded with tools to help you understand, design, rework and implement business models.

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## **Business Model Generation by Alexander Osterwalder & Yves ...**

The author of the model is Alexander Osterwalder, a Swiss business thinker, so the Business Model Canvas (BMC) is sometimes called the Osterwalder matrix. Since then, the approach has become quite popular. It is used by both startups and huge corporations like

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Microsoft, SAP and General Electric. BMC  
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## **How Business Model Canvas Can Get You Your Heart's Desire ...**

Alexander Osterwalder is a co-founder of Strategyzer, an SaaS solution for business model generation. He offers online courses on creating innovative

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business models. Yves Pigneur is a computer scientist from Belgium. He has taught management information systems at the University of Lausanne, the National University of Singapore and at HEC Montreal.

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