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Alexander Osterwalder thinks so, and in the book Business Model Generation he creates a new simple, direct and practical methodology to develop business ideas, called Business Model Canvas. To prove that his methodology worked, he joined Yves Pigneur and 470 employees in dozens of countries who modeled the creation of the book using this method.

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Business Model Generation is a hands-on manual designed to help organizational leaders formalize business concept new product development. In collaboration with their design community, authors Osterwalder and Pigneur developed a business model (BM) design approach surrounding "how an organization creates, delivers, and captures value" (p. 14),

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termed the Business Model Canvas (BMC or Canvas).

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