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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. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation.

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*Business Model Generation : Alexander
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VISIONARIES, GAME CHANGERS, AND CHALLENGERS
By Alexander Osterwalder, Yves Pigneur
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What is a Business Model? A business model is defined as a company's plan on how it will

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generate revenue and make a profit. It is a plan that tells the products or services the business hope to manufacture and market, and how it plans to do so, including what expenses it will incur.

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This post covers the next building block of the Business Model Canvas, which is Key Resources. In this post, we will look at 1) key resources, 2) types of key resources, 3) key resources and value propositions (section added), 4) key resources according to types of businesses, and 5) two case studies. KEY RESOURCES Key resources are the main inputs that your company uses to create its value

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