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Author information. The authors of "Value Proposition Design" are obsessed with bringing practical tools and processes to the fields of strategy, innovation, and

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Apr 04, 2015 I had the opportunity to interview Alex Osterwalder about his new book Value Proposition Design. This is the second part of the two part interview.

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The Value Proposition Canvas. The Value Proposition Canvas makes explicit how you are creating value for your customers. It helps you to design products and services

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The business model canvas gets even better value

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