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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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Alexander Osterwalder and Yves Pigneur Design Alan Smith, The Movement Editor and Contributing Co-Author Tim Clark Production Patrick van der Pijl Co-created by an amazing crowd of 470 practitioners from 45 countries Business Model Generation A Handbook for Visionaries, Game Changers, and Challengers

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Alexander Osterwalder (born 1974) is a Swiss business theorist, author, speaker, consultant, and

entrepreneur, known for his work on business modeling and the development of the Business Model Canvas.

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The book "Business Model Generation" can easily be called a "bible", a real reference book for innovators and entrepreneurs. Author Alexander Osterwalder together with 470 co-authors created a masterpiece. All information in the book revolves around the business model scheme, which consists of nine structural blocks: - consumer segments

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Entrepreneur and business model innovator Alexander Osterwalder discusses dynamic, yet simple-to-use tools for visualizing, challenging and re-inventing business models. Osterwalder articulates how to use the visual language of his business model canvas framework, and shares stories of how this approach helps organizations of all sizes to better create, deliver and capture value.

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Besides his speaking engagements, Dr. Osterwalder focuses on executive training in the domain of business model development and innovation. He writes a popular blog on business model innovation at www.businessmodelalchemist.com. Organizations that use the business strategy described in Business Model Generation include 3M, Ericsson, IBM, Telenor, Capgemini, Deloitte, and many more.

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