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I'm Alex Osterwalder.
In my writing,
speaking, and the
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founded, I obsess with
making strategy,
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Canvas , co-founded strategyzer.com and lead authored Business Model Generation which sold a million copies in 30 languages.

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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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make money / the logic
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**Business Model
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Alex Osterwalder's book is the source of the Business Model Canvas - that one page business snapshot that so many entrepreneurs are now using to plot and shape their start-ups.

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