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I'm Alex Osterwalder. In my writing, speaking, and the software company I co-founded, I obsess with making strategy, innovation and entrepreneurship simple, practical, and applicable. I invented the Business Model Canvas , co-founded strategyzer.com and lead authored

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

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

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