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Why we created value proposition design

Finally! On October 20th we are launching Value Proposition Design (#VPDesign). This second book in the Strategyzer series explains how to create products and

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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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This blog was idle for a year. I was busy building Strategyzer.com. Now I'm back to content production, working on our next book with the working title Value

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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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By the makers of Business Model Generation, Value Proposition Design helps you design, test, create, and manage products and services customers want.

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