



Comment tirer profit du Business Model Canvas ?

By Magali Marbaise

50 Minutes Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour vous familiariser au Business Model Canvas Le Business Model Canvas est fait vous, entrepreneurs ! Facile à employer, cet outil, centré sur la proposition de valeur, vous permettra de repenser vos priorités et d'imaginer des plans d'action concrets à mener en vue de créer de la plus-value pour votre entreprise. Ce livre vous aidera à : . Structurer vos idées les plus folles . Construire votre business model . Définir votre proposition de valeur . Et bien plus encore ! Le mot de l'éditeur : « Avec l'auteur, Magali Marbaise, nous avons cherché à présenter aux lecteurs un canevas révolutionnaire, bien qu'a priori relativement simple. Développé par Alexander Osterwalder et Yves Pigneur, ce merveilleux outil risque bien de convaincre plus d'un entrepreneur. » Juliette Nève À PROPOS DE LA SÉRIE 50MINUTES | Gestion & Marketing La série « Gestion & Marketing » de la collection 50MINUTES fournit des outils pour comprendre rapidement de nombreuses théories et les concepts qui façonnent le monde économique d'aujourd'hui. Nous avons conçu la collection Business &...



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