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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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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

How to design your value proposition | va partners

Designing a value proposition is a question of understanding what you sell, your target customer, and the true value of the product or service you provide.

New book, value proposition design: how to create

How to Create Products and Services Customers Want is The book by Alexander Osterwalder, Yves Pigneur, Gregory Dr Osterwalder. Value Proposition Design

Use these 3 points to create an awesome value

Today, there s a better way. By testing different value proposition approaches, you can find out what works best with statistical certainty before committing to one

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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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