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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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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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### **The business model canvas gets even better value**

In Value Proposition Design Osterwalder shows how to do this with the I was specifically referring to value propositions and Alex Osterwalder s tools for

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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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### **Kinesis: how to write a strong value proposition**

A strong and differentiated value proposition can go a long way to position your business to succeed in your target market. It is the promise of your brand.

### **How to create a useful value proposition w/ examples**

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### **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.

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