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market strategy: Sales, Marketing and Customer Support **Business Model**

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Customer Relationship

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(Lean Series) (Volume 1) 1st Edition by Marco Meyer (Author)

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WHAT IS A CANVAS? Alexander

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Osterwalder's business model canvas presents a visual overview of the nine components of any business on one page. This page has nine boxes that depict the details of a company's product, customers,

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channels, demand creation, revenue models, partners, resources, activities and cost structure. HOW SHOULD I USE THIS PLAYBOOK?
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Evolve Your Lean Startup

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especially for entrepreneurs to make it easier for them to get a clear and simple view of what they're doing.

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designers, and we get deep insights into their business model, and most importantly their underlying problems.

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