



**Comment tirer profit du Business Model Canvas ?:  
De la bonne combinaison de post-it à l'élaboration  
de la proposition de valeur (Gestion & Marketing  
t. 31) (French Edition)**

*Magali Marbaise, 50 minutes*

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## Un guide pratique et accessible pour vous familiariser au Business Model Canvas

Le Business Model Canvas est fait pour 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

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