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RESOURCE

Critically Assessing the Strengths and Limitations of the Business Model Canvas

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Author(s)
Coes, D. H.

Description / Abstract

The Business Model Canvas is a popular tool for designing business models and has contributed to the use of more business models in organizations. Based on this research strengths and limitations are recognized when working with the Business Model Canvas. The strengths and limitations are extracted from three sources of information. First a theoretical analysis and theoretical comparison with alternative business model tools is executed, second an online review is conducted at online blog posts and online comments on discussion threads are analyzed, and third, interviews with experienced business model developers is done.

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Related IWRM Tools

Tool

Business Model Canvas

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