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Fig. 2 The business model innovation map: Every node represents a revolution of an industry. The St. Gallen Business Model Navigator The Business Model Navigator helps you to successfully structure the path towards an innovative business model and guides you through the process. Recombination and creative imitation of 55 business model patterns are powerful tool to break out of the box and generate ideas for new business models. The Business Model Navigator: 55 Models That Will ... A strong business model is the bedrock to business success. But all too often, we fail to ... The Business Model Navigator: 55 Models that Will ... The brains behind The Business Model Navigator have discovered that just 55 business models are responsible for 90% of the world's most successful businesses. These 55 models - from the Add-On model used by Ryanair to the Subscription model used by Spotify - provide the blueprints you need to revolutionise your business and drive powerful change.

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