You're holding a guide to the world's best business models. Use it to inspire your own portfolio of new ideas and reinventions. Design a culture of innovation and transformation to become...

## The Invincible Company

strategyzer.com/invincible

Written by

**Alex Osterwalder** 

**Yves Pigneur** 

**Fred Etiemble** 

**Alan Smith** 

Designed by

**Chris White** 

**Trish Papadakos** 

WILEY

a° c\* J"3 -" E=1
1 2 3 4 5