

SM1: Business Model Ontology - Summary

Osterwalder, A. (2004). The Business Model Ontology: A Proposition in a Design Science Approach. (Ph.D., l'Ecole des Hautes Etudes Commerciales de l'Université de Lausanne) , 1-172.
Adapted by Antony Upward from p.44 and Defense Presentation, p.7
(http://www.hec.unil.ch/aosterwa/PhD/PhD_defense_Osterwalder.ppt)

