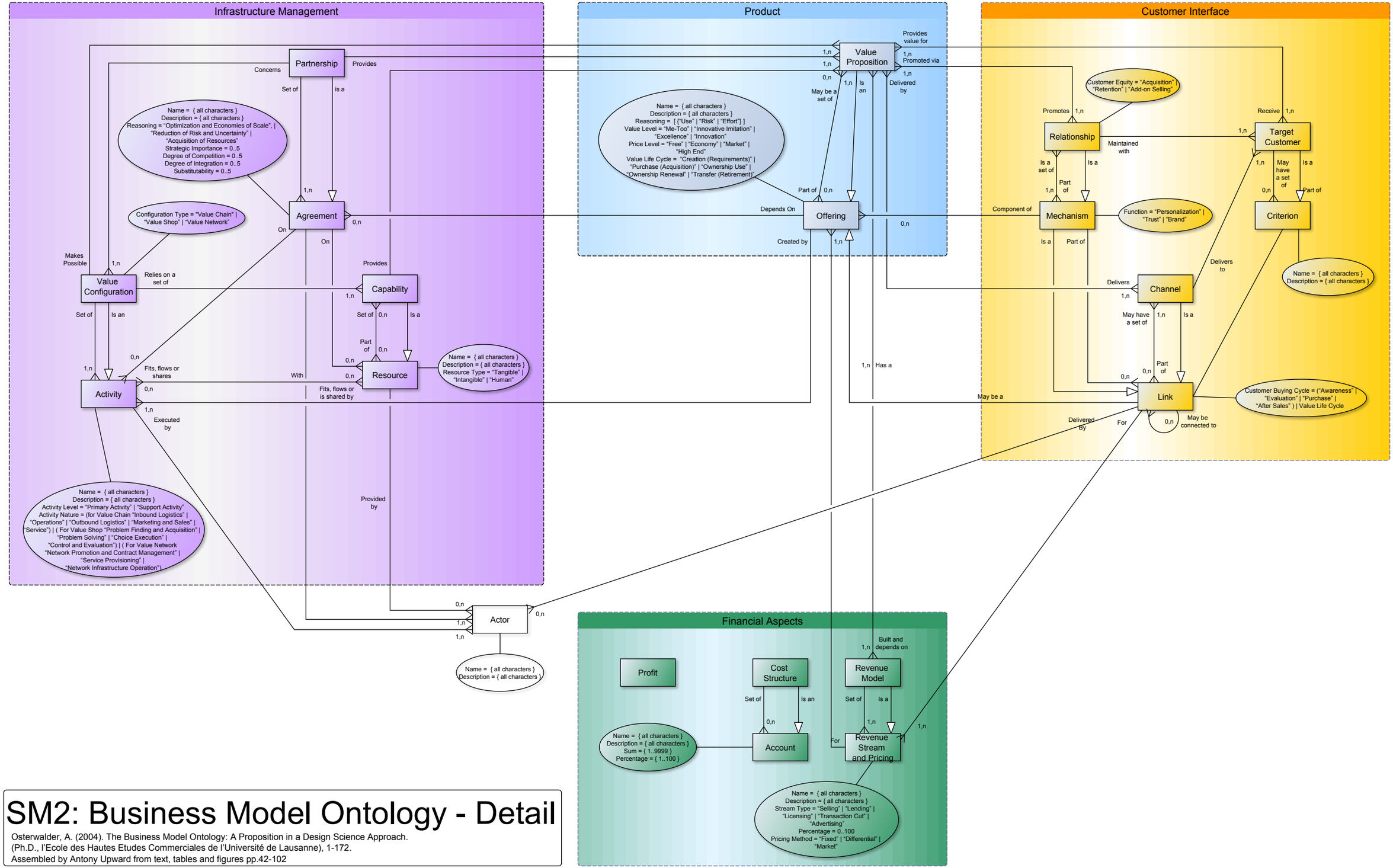

SM2: Business Model Ontology - Detail

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.
Assembled by Antony Upward from text, tables and figures pp.42-102