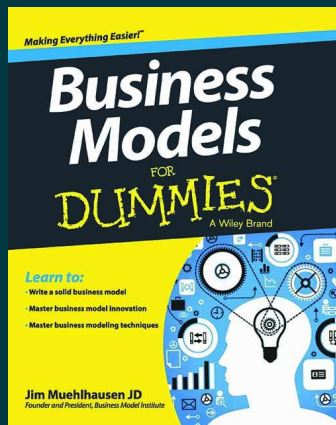




Business Models for Dummies

By [Jim Muehlhausen](#)

Paperback

9788126543779

₹799.00

Pages: 384

Description

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About the Author

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Jim Muehlhausen is the founder and President of the Business Model Institute and President of CEO Focus Channel

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