



# The Innovation Expedition: A Visual Toolkit to Start Innovation

*Gijs van Wulfen*

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*The Innovation Expedition* does for innovation what Alexander Osterwalder's mega bestseller *Business Model Generation* did for business modeling: it makes a complicated business subject very accessible by telling the story in a visual way and by presenting a method that is tested and works!

**Gijs van Wulfen** was chosen by LinkedIn as one of their first 150 Influencers and was listed on the International Top 40 Innovation Bloggers of 2013.

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