



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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