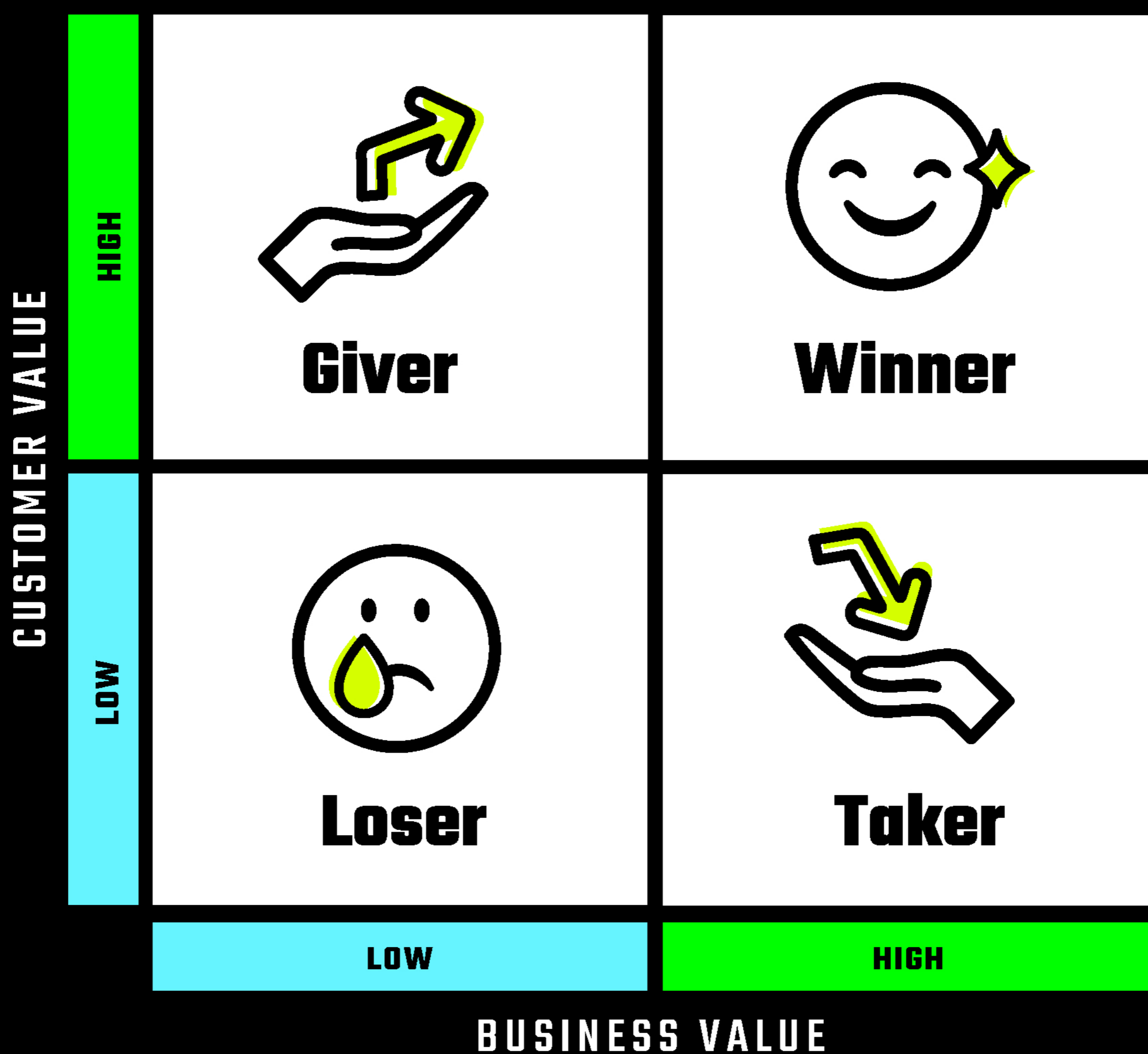


CUSTOMER/BUSINESS VALUE MATRIX

Businesses as value providers



Source: Wasserman (2008).