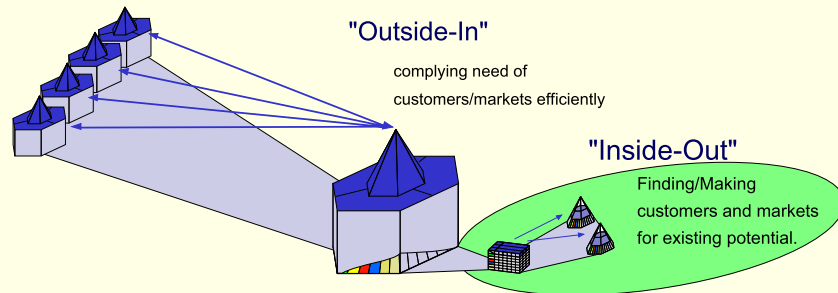


Four main points

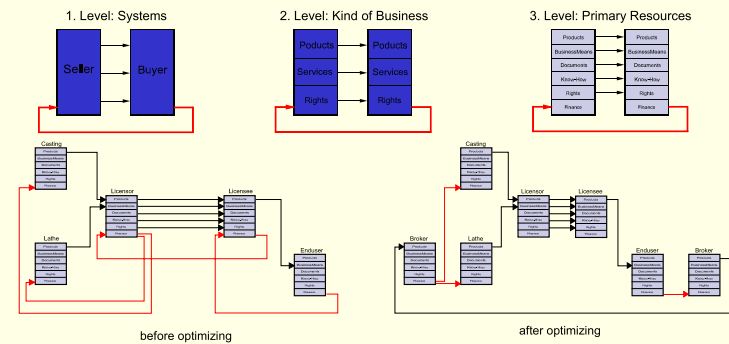
A. Development of enterprise (Two Strategic Complements)

- Market orientation (outside-in) AND offerings orientation (inside-out)



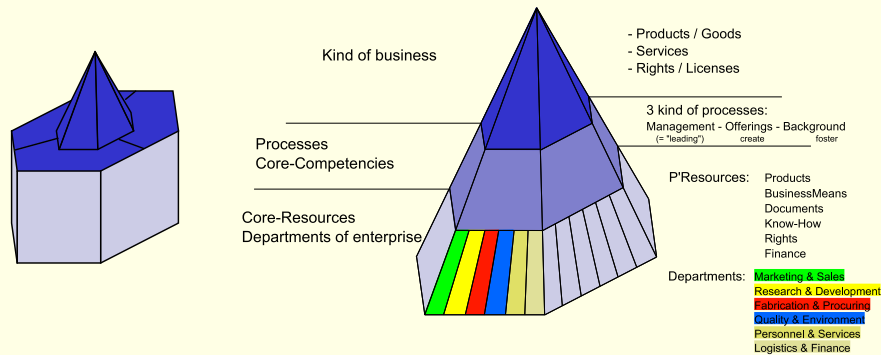
B. Closed Loop Business Relations

- planning, design, optimize Value Adding Net [VAN]
- from the supplier of the supplier to the customer of the customer



C. Structuring the Elements of a Corporation

- Three levels: Offerings, Processes, Prerequisites



D. Quantifying means (numbers and indicators)

- from P&L account to the P&L profile
- Numbering system for tangible and intangible values

