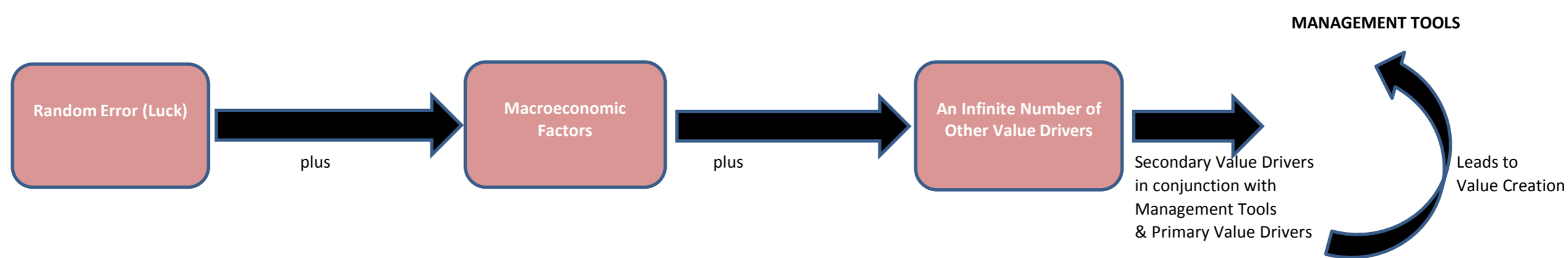


THE VALUE CREATION PROCESS

PRIMARY VALUE DRIVERS



SECONDARY VALUE DRIVERS



Management Tools Provide the Link for the Exploration of Value Drivers, the Use of Value Drivers in Strategy Development, and the Solving of Specific Problems Using Value Drivers.