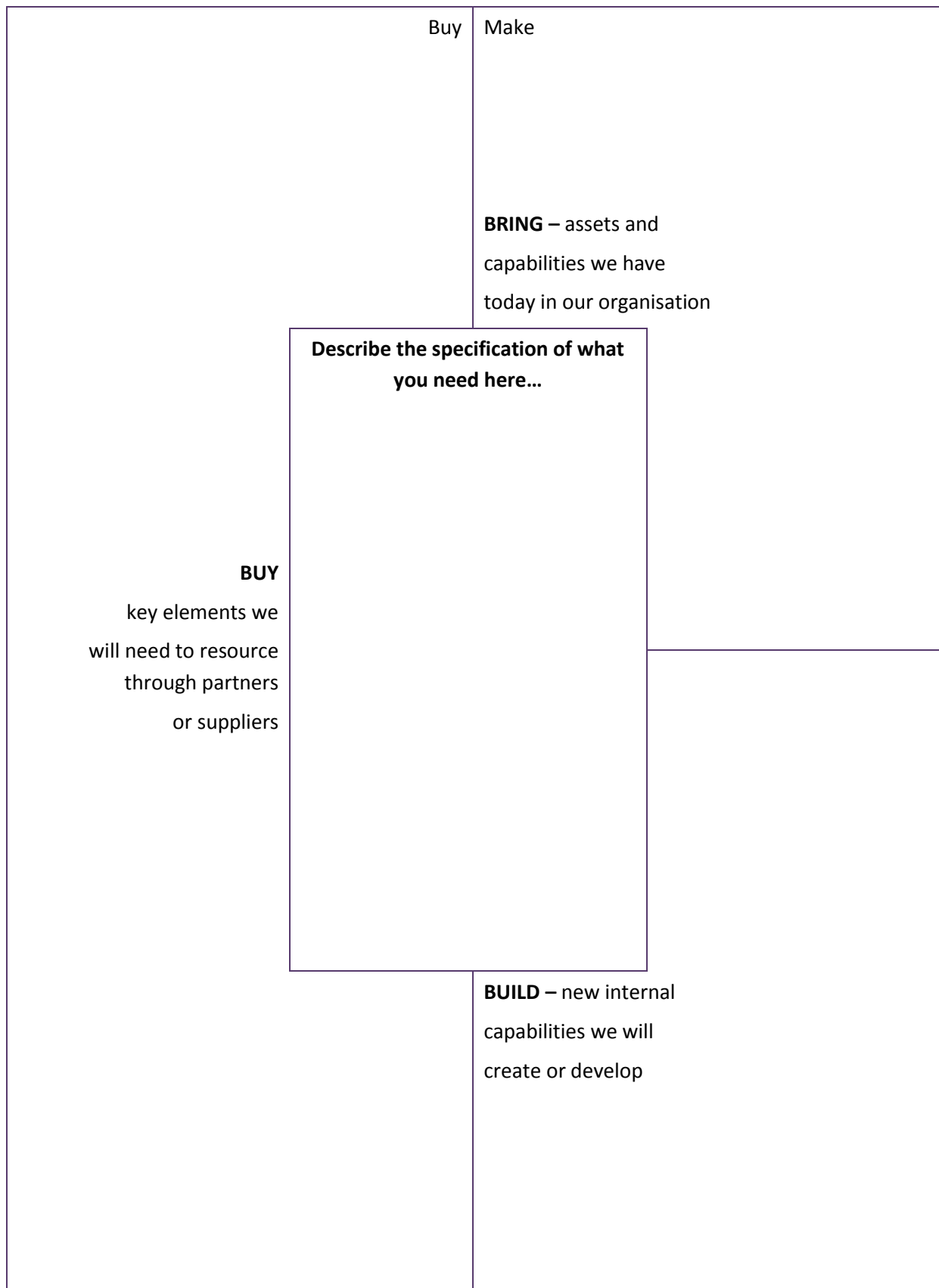


Bring – Build – Buy Map



(Source: Liedtka, J., Oglive T, and Brozenske, R., 2014)