

simple I'm going to use one of those system "maps" which aren't actually maps. Take figure 147a below and compare to figure 147b. I've highlighted a box called CRM (customer relationship management) and moved it. Does the meaning of the "map" change as a result of moving the box?

Figure 147a — A systems map

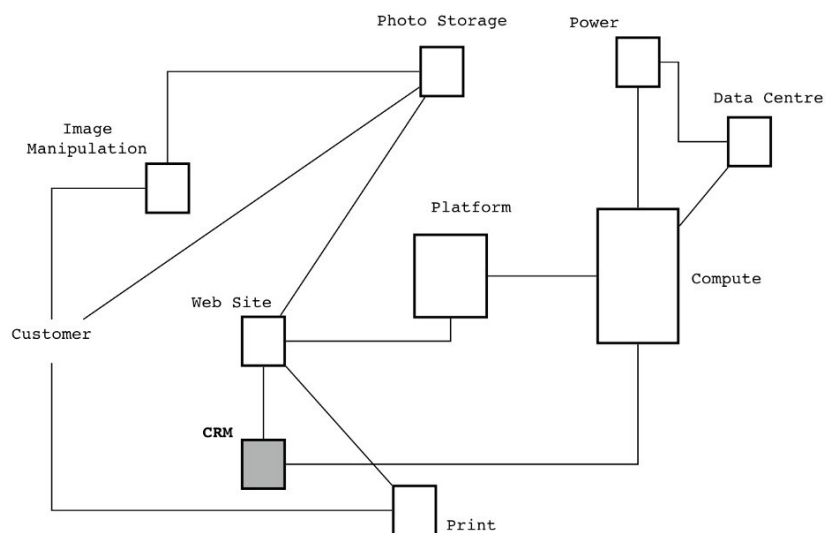


Figure 147b — A systems map with the CRM box "moved"