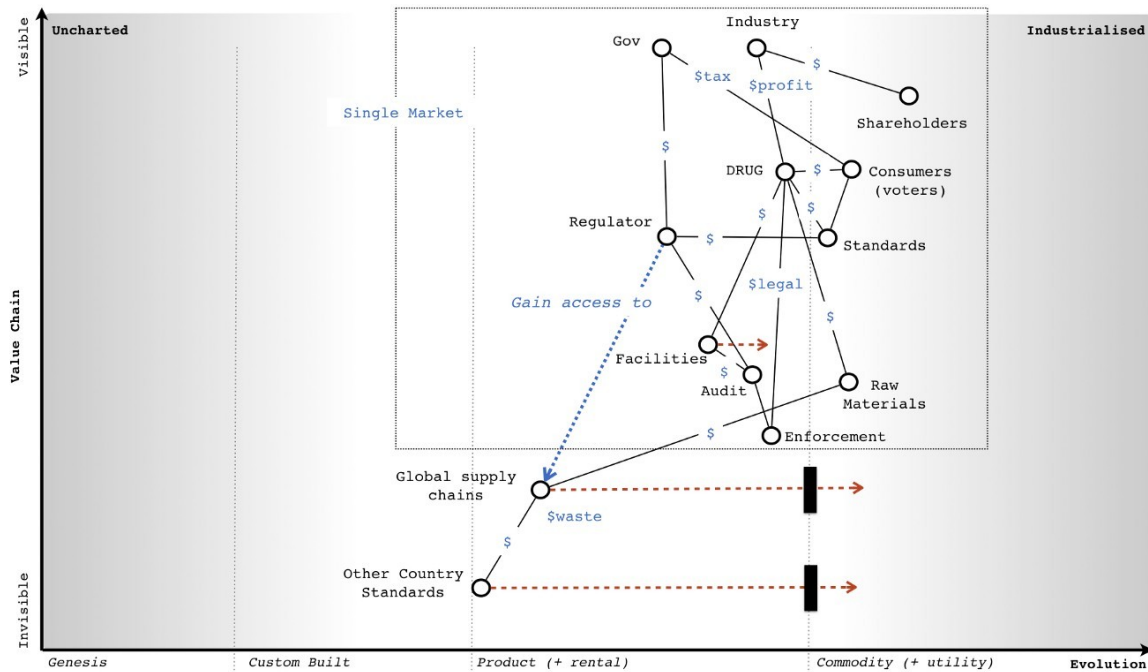


Figure 247 — Regulator's Map



From the map, we start with the industry itself. It has a need for investors (i.e. shareholders) which involves a bidirectional flow of capital e.g. investment from the shareholders and return on investment to the shareholders. I've simply marked this as a "\$" to represent a financial flow in both directions. Remember each node (circle) is some form of stock of capital (whether physical, practice, information or otherwise) and each line is a flow of capital. In order to pay for the return on investment (whether dividends or share buybacks) the industry needs to do something that makes a profit. This involves making the DRUG which in this case I've described as a quite well evolved product. Obviously, in practice there is a pipeline of drugs