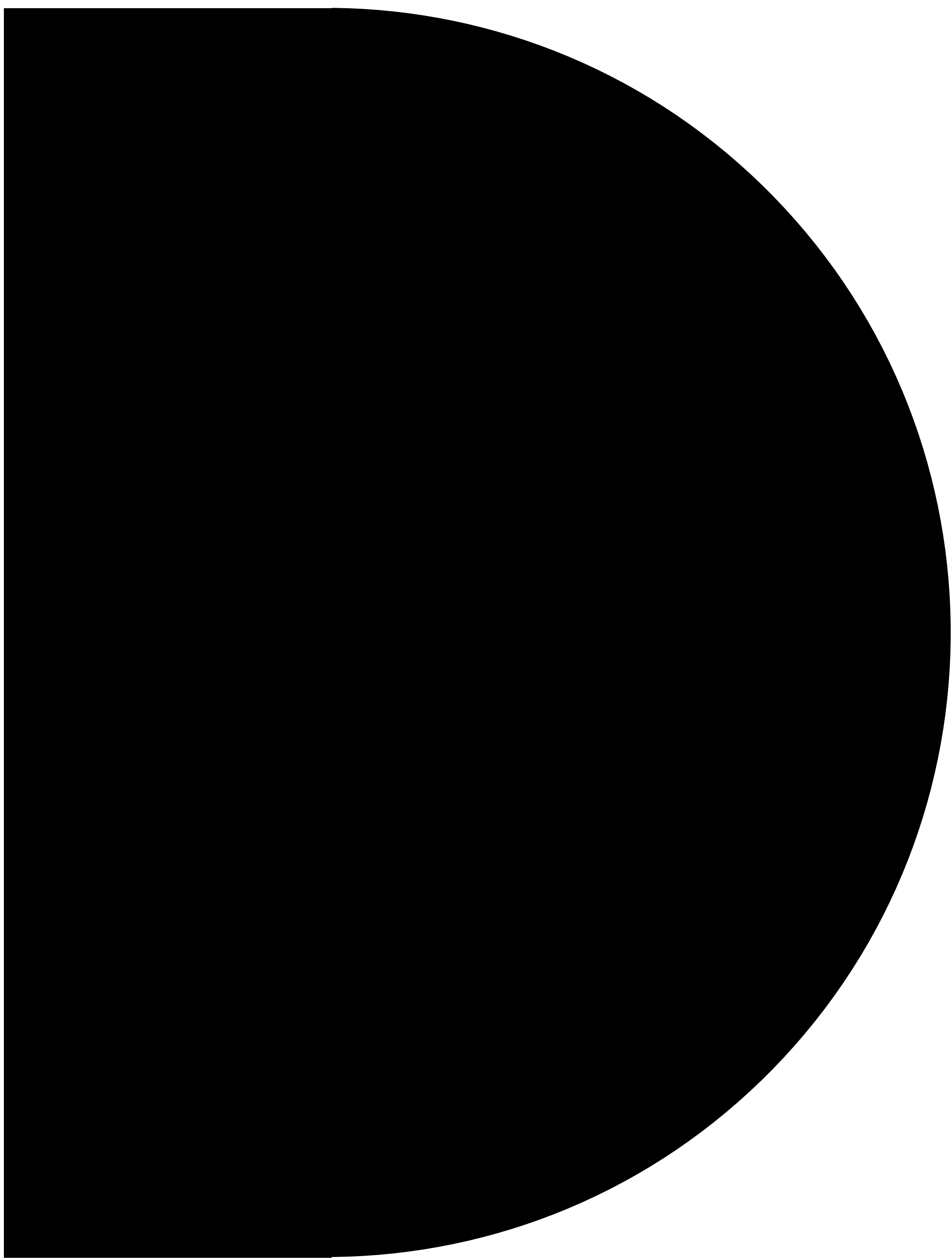




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**for Value**

# Creation Capture



# **Design for Value Creation Capture**



# - Why Design ? -