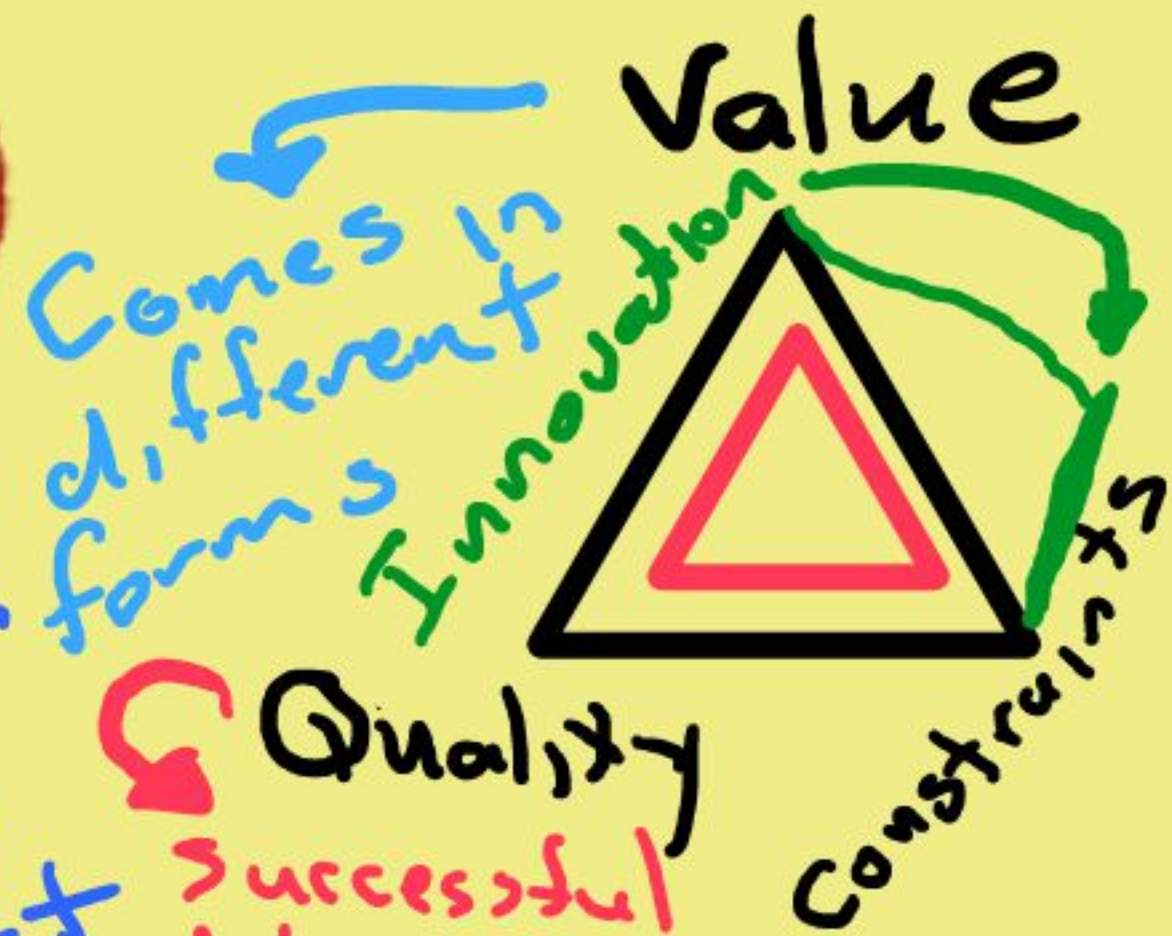


masek
maeda



is benefit obtained

tangible/intangible

To determine real value, we need to understand the whole system

The customer is not right

The customer only has an idea of what he/she wants

Innovation at all levels

meta solutions

simplification

