

		CONSUMER				RELATIONSHIP		PRODUCER		PLATFORM	
		RELEVANCE	VALUE PROP.	VALUE UNIT	VALUE PROP.	RELEVANCE	PRODUCER	RELEVANCE	STIMULATION ACTIVITIES		
CROSS-SIDE		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
CORE RELATIONSHIP		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
SAME-SIDE		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			
		HIGH MID LOW				HIGH MID LOW		HIGH MID LOW			



TITLE

