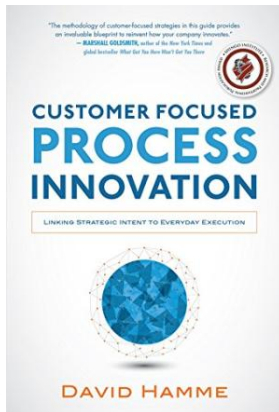


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## CUSTOMER FOCUSED PROCESS INNOVATION: LINKING STRATEGIC INTENT TO EVERYDAY EXECUTION



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