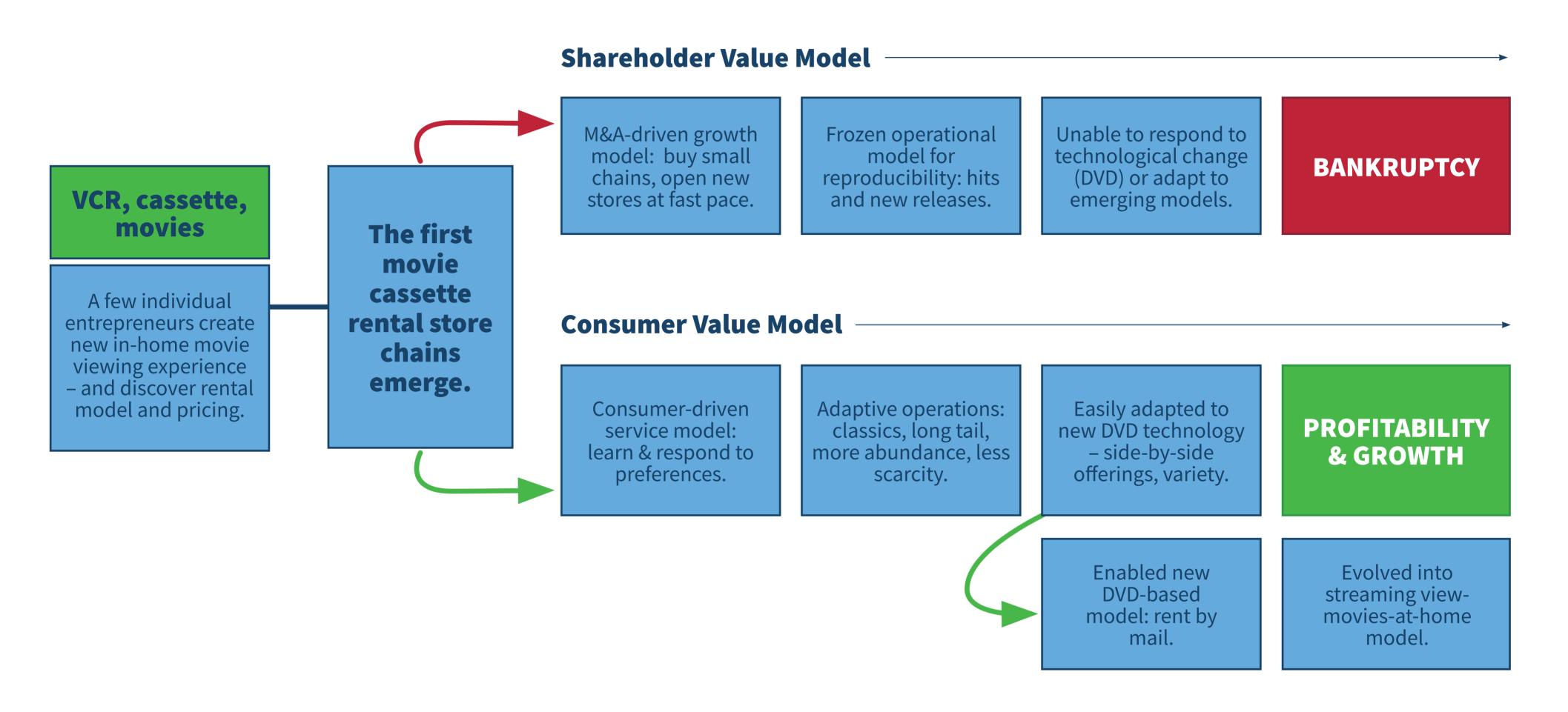
Consumer Value vs. Shareholder Value Models

How Two Business Model Streams Emerged From The Introduction Of A New Technology-Enabled Consumer Experience.





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