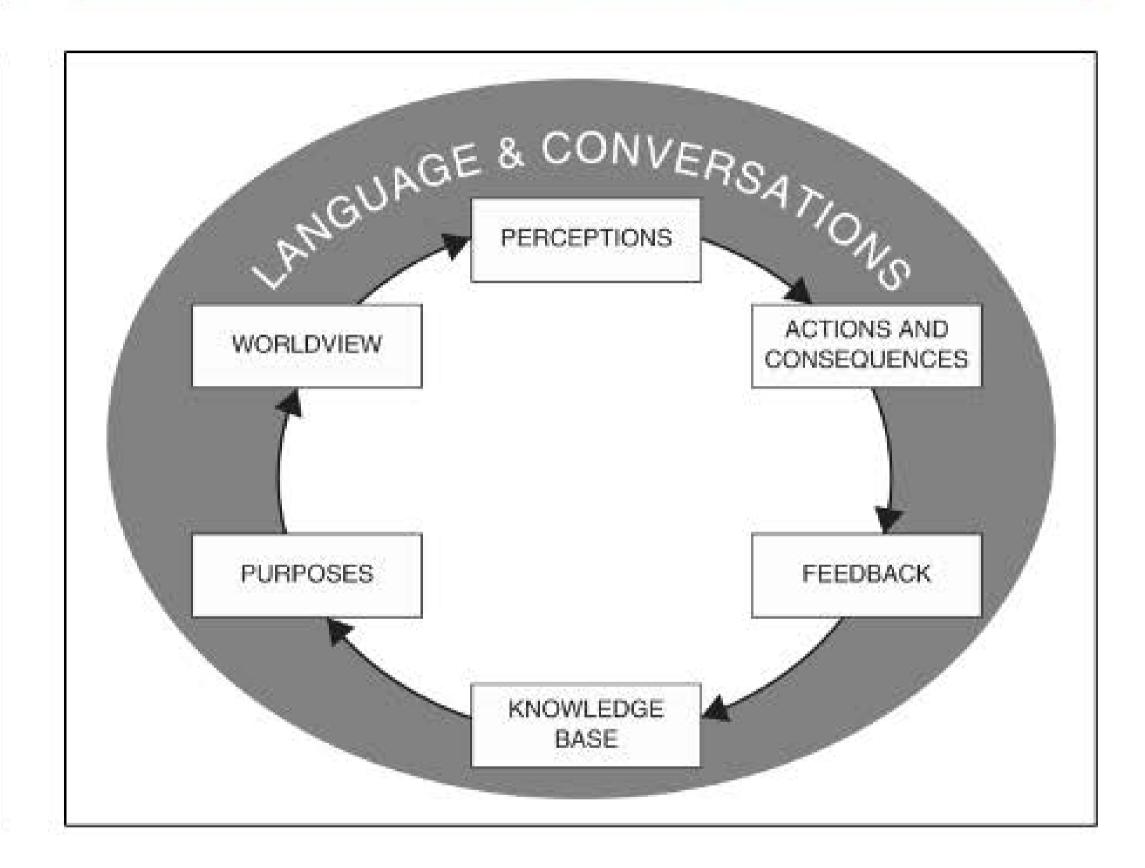
## Value Creation Principles

Adapted from the book <u>Value Creation Principles: The pragmatic theory of the firm begins with</u> <u>purpose and ends with Sustainable Capitalism</u> by Bartley J. Madden

## The Pragmatic Theory Of The Firm

## SHAREHOLDER BUILDING PROFICIENCY WORK FIRM'S PURPOSE INNOVATION RESOURCE ALLOCATION

## The Knowledge Building Loop





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