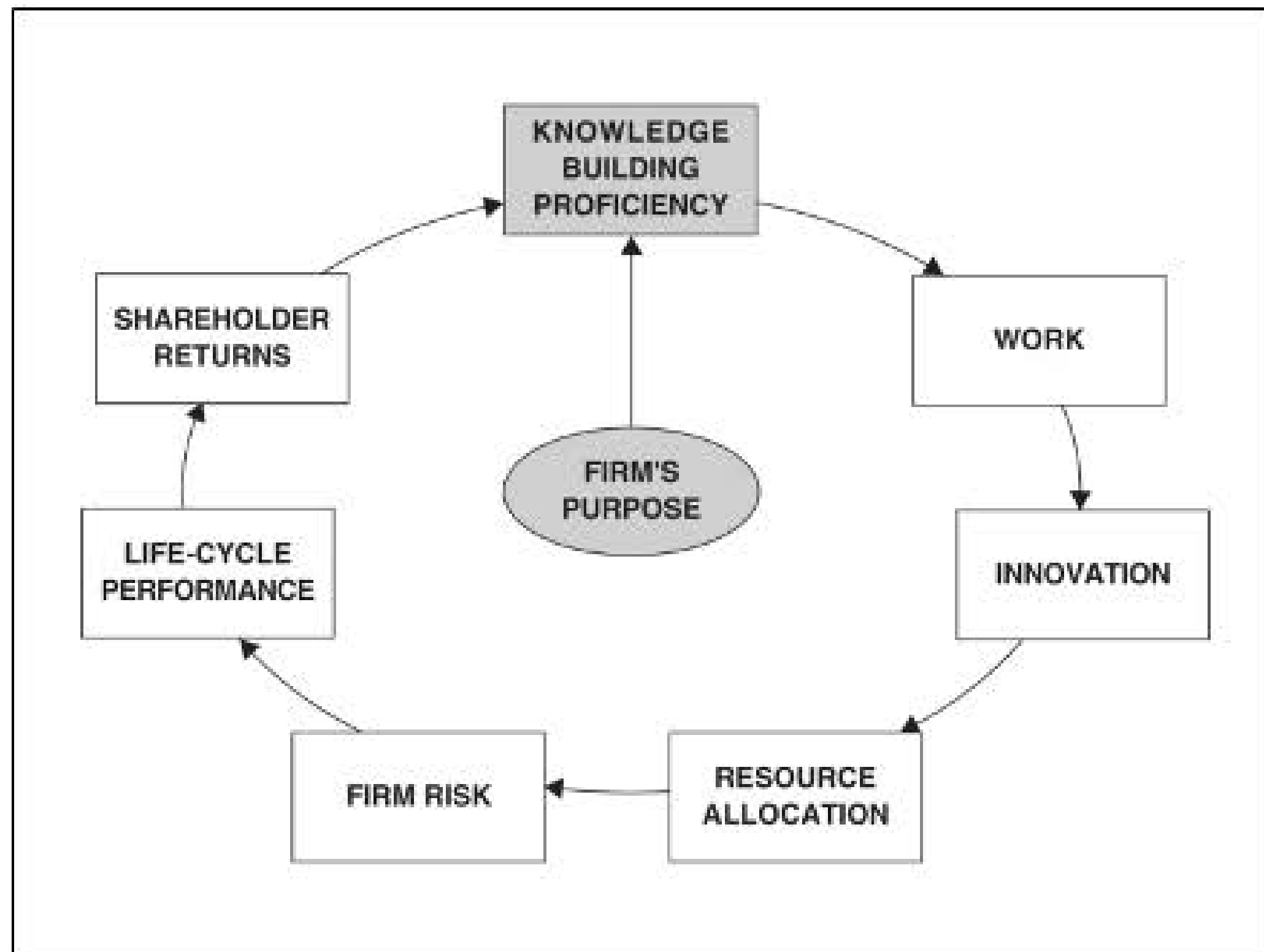


# Value Creation Principles

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

## The Pragmatic Theory Of The Firm



## The Knowledge Building Loop

