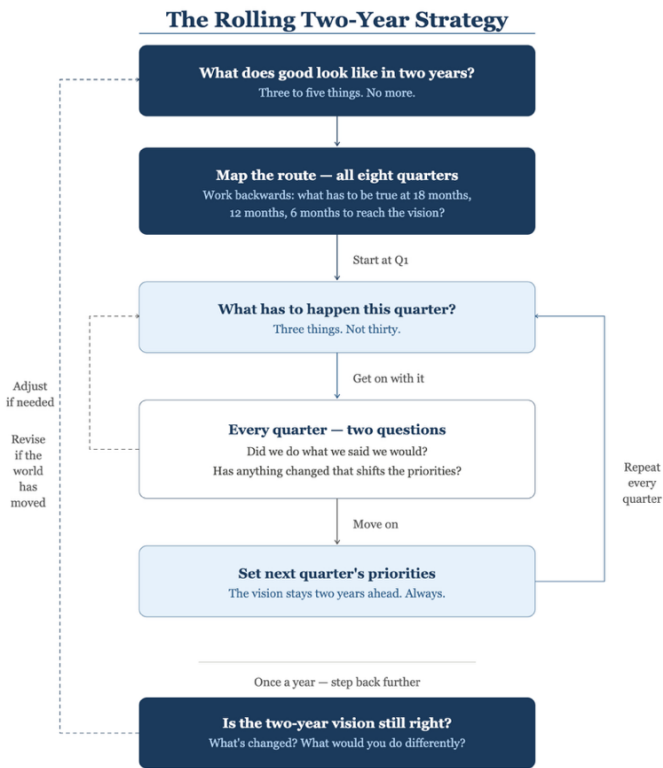


## Appendix 4: A strategy process (Chapter Six)



*Half-cooked strategy is worse than no strategy.  
Build it properly. Then use it.*