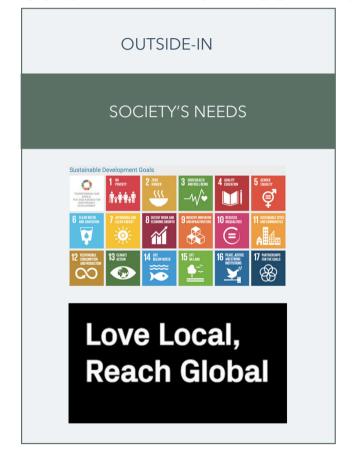
A STRATEGIC APPROACH

OUTSIDE-IN / INSIDE-OUT I MODEL





Outside-In / Inside-Out. TANIA ELLIS — The Social Business Company ${\mathbb R}$

