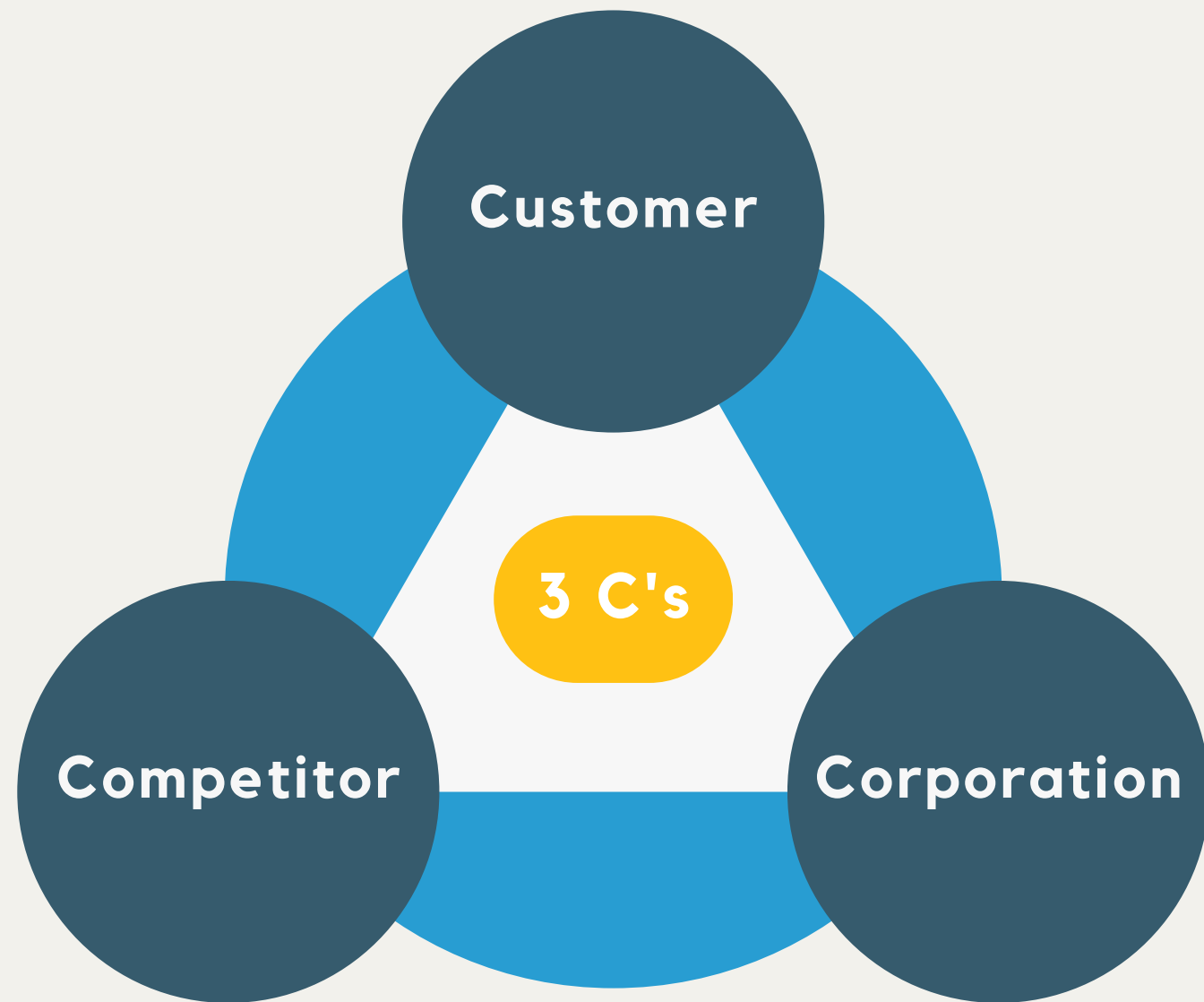


Ohmae's 3C Model



3 C' s	Questions	Strategy
Customer		
Corporation		
Competitor		