

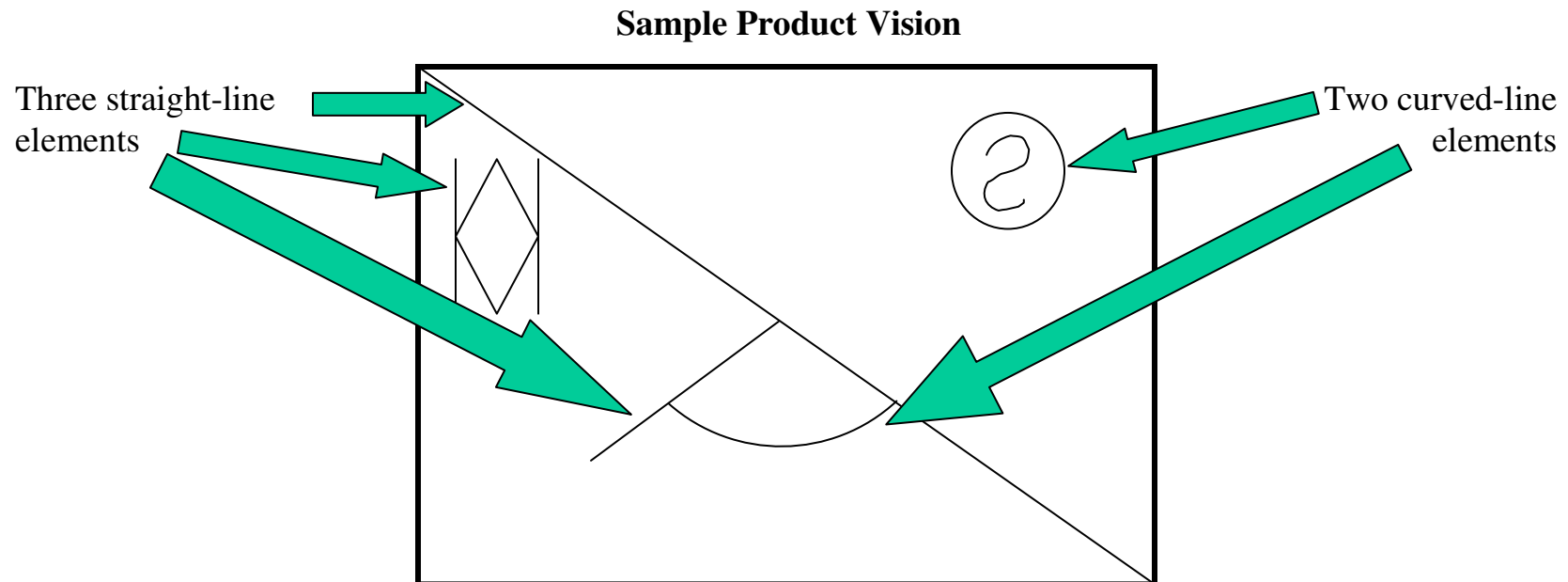
## Offing the Off-Site Customer

### An Exploration of Customer Involvement

**Goal: To create an exact copy of the customer's product vision.**

- **Market Dominance** is achieved when all five elements are copied exactly.
- **Survival** is achieved when three straight-line elements are copied exactly.
- **Failure** occurs unless all three straight-line elements are copied exactly.

**“Copy Exactly”** means a perfect, photo-copier like copy. Everything outside of the box may be ignored and the line thicknesses need not be exactly the same. Everything else must be identical.



SAMPLE

