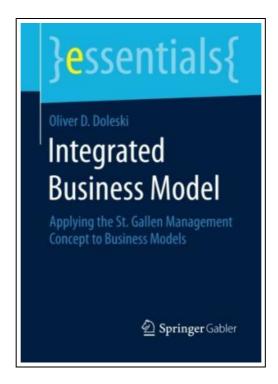
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INTEGRATED BUSINESS MODEL: APPLYING THE ST. GALLEN MANAGEMENT CONCEPT TO BUSINESS MODELS (ESSENTIALS)



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