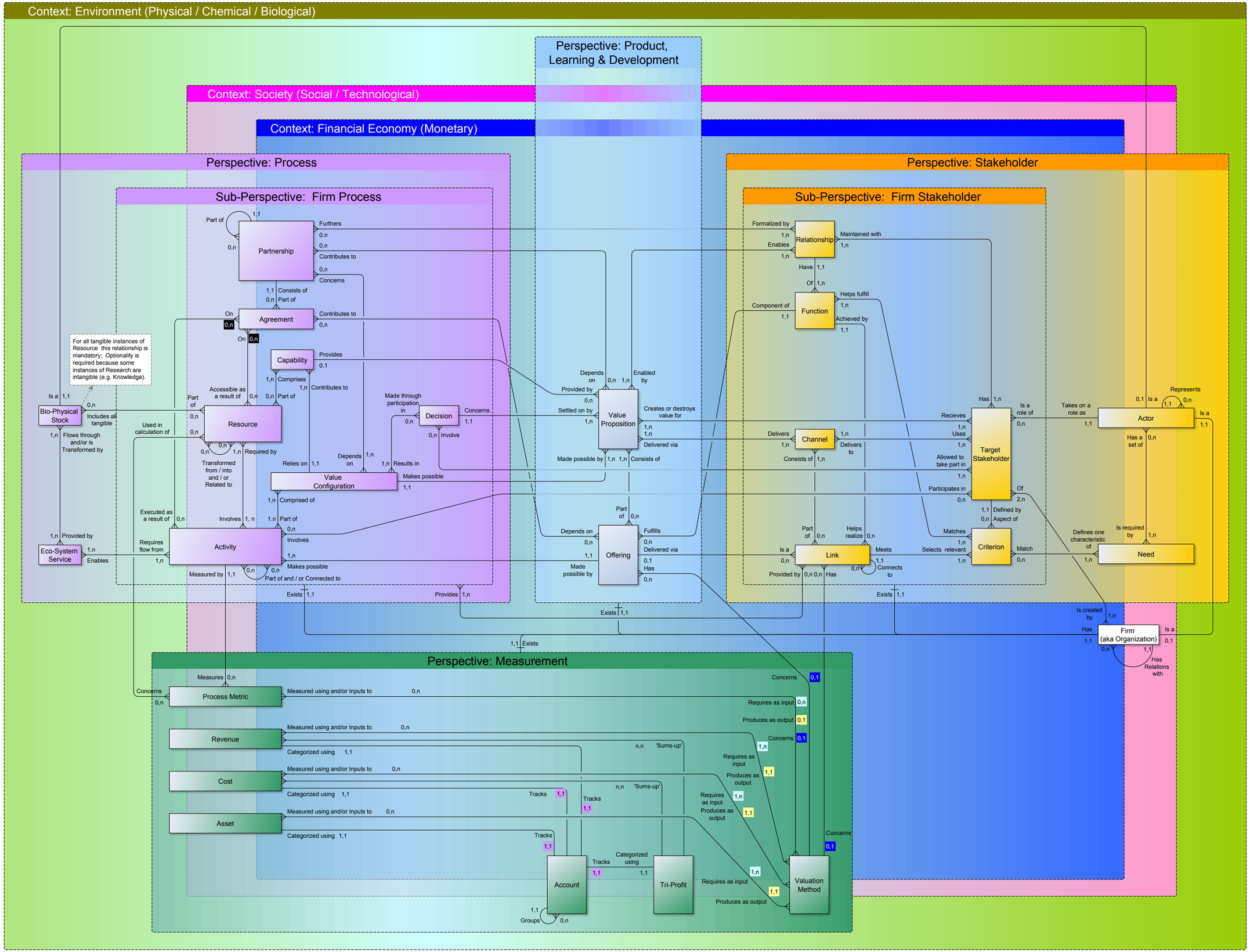
SM4a: Strongly Sustainable Business Model Ontology - Detail

v1.031



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(Based on criticism and review of Osterwalder, A. (2004) The Business Model Ontology: A Proposition in a Design Science Approach (Ph.D., l'Ecole des Hautes Etudes Commerciales de l'Universite de Lausanne), 1-172