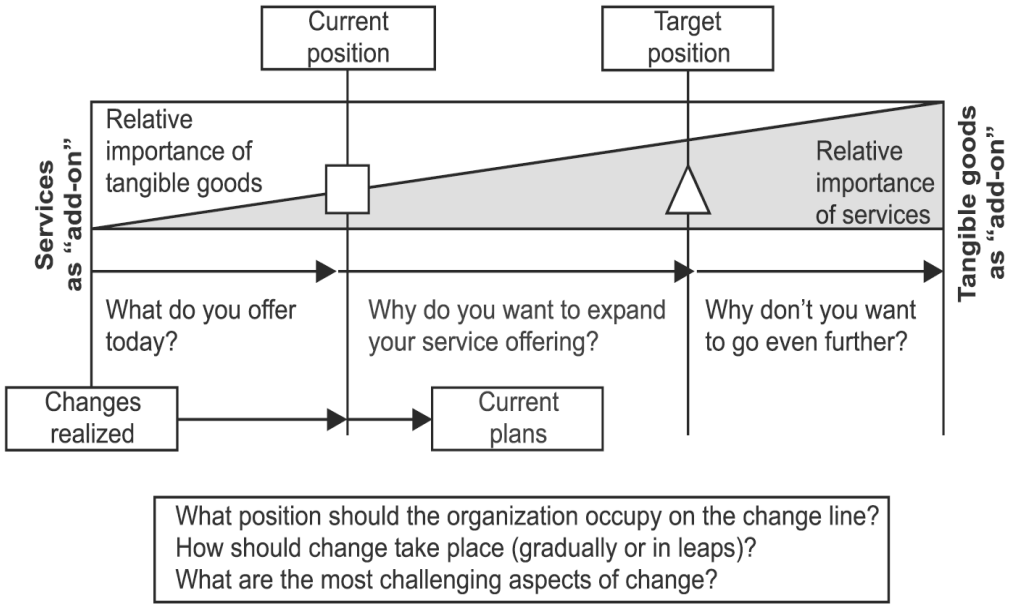

Figure (3) – The Product – Sevice Continuum
(after Oliva & Kallenberg, 2003)