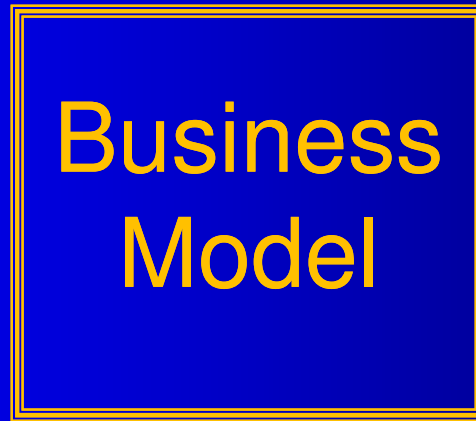




Strategy

vs



Business Model

vs



Tactics
(i.e. Execution)

“Designing and Then Selecting Which Business Model Will Work Best In Today’s Environment”

“The Logic of The Company – How It Creates & Captures Value in a Competitive Marketplace”

“The Residual Choices Open To A Company By Virtue of The Business Model It Employs”

Illustration

Designing, Building and Choosing The Car

The Car

How You Drive The Car

Source: Harvard Business Review (Jan. 2011)