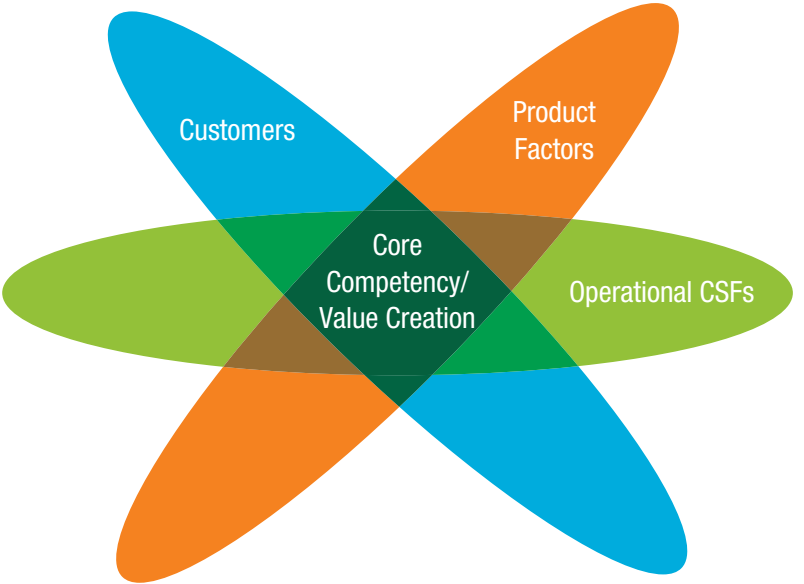FIGURE 2.3: Four Elements of an Operations Strategy