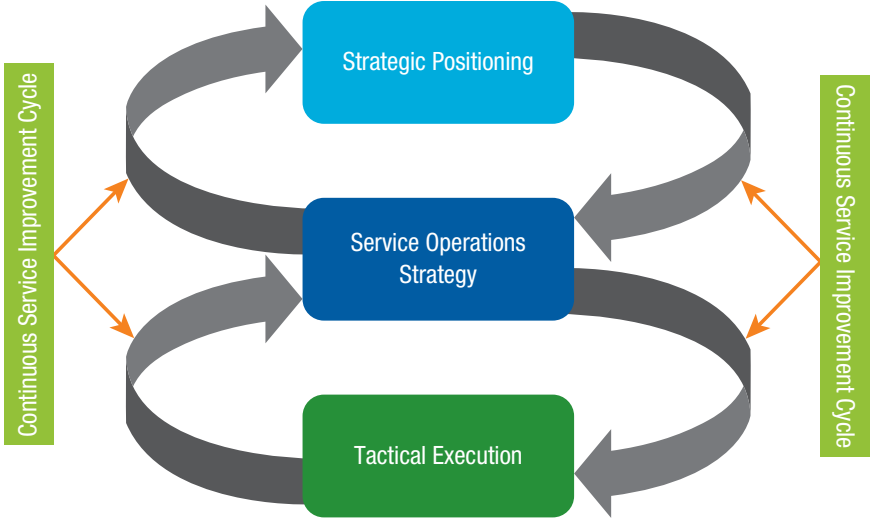FIGURE 2.6: Strategic Framework for Service Operations