



VALUE

CHANNEL

TOUCHPOINT

CHANNEL

VALUE



	VALUE	CHANNEL	TOUCHPOINT	CHANNEL	VALUE	
	▶					◀
	▶					◀
	▶					◀
	▶					◀
	▶					◀
	▶					◀



PLATFORM TRANSACTION ENGINE

Published as part of the Platform Positioning Set, under a CC BY-SA 4.0 International license. Download the full Set at <https://f-a.link/pps>.

key relationship

