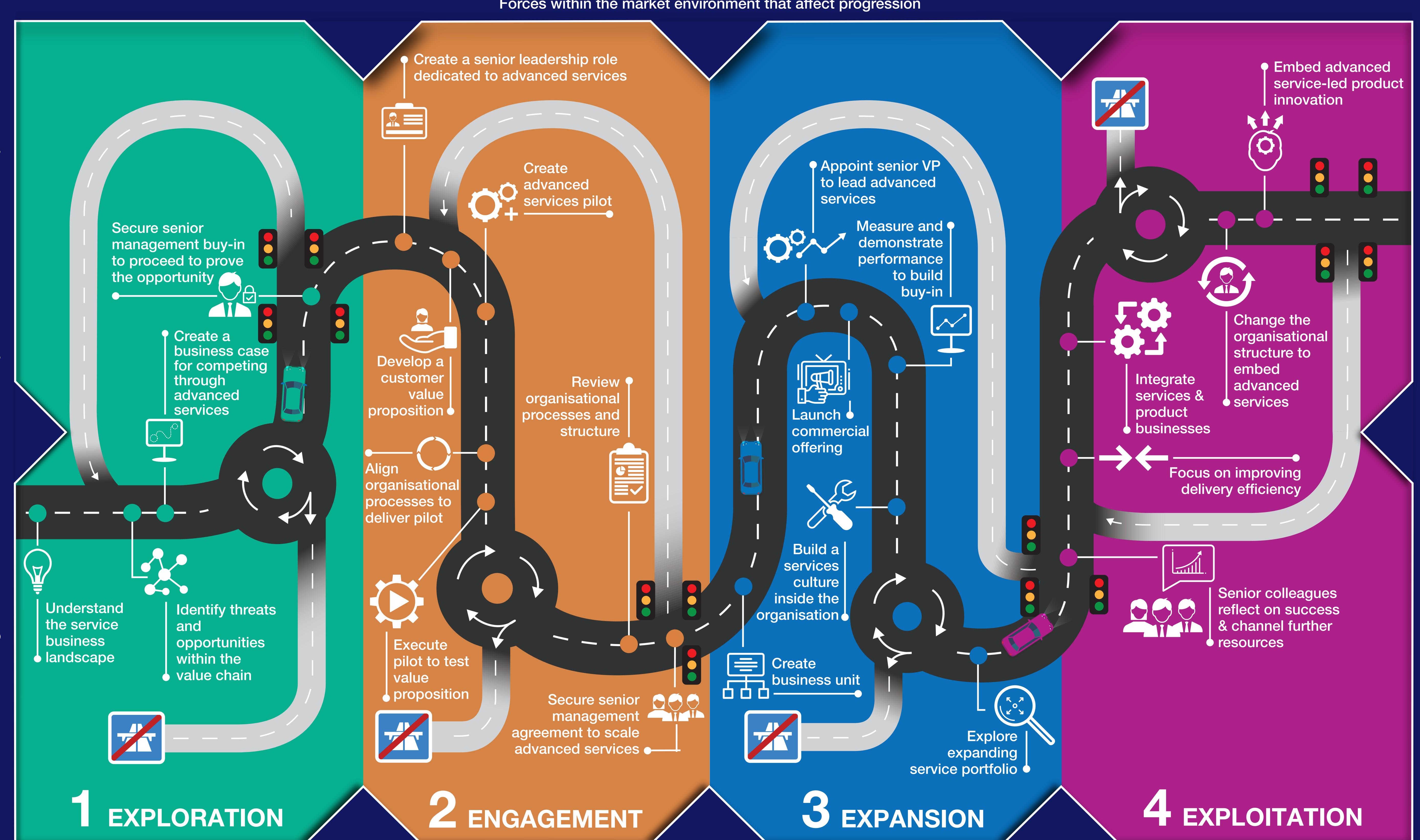
MARKET CENTRIC FORCES

Forces within the market environment that affect progression



TECHNOLOGY CENTRIC FORCES

Forces associated with digital technologies that affect progression



