






Appendix 25
 p 214, *The Missing Links* by Caroline Mondon (Industrial Press, 2016)
www.themissinglinks.info



H.RAMI Product Lines	Order Qualifier	Order Winner
Croisière 	Quality and delivery reliability	Design
Collectivité 	Low price	Agility
Boutique 	Quality and Response time	Global service

Order Qualifier & Order Winner

