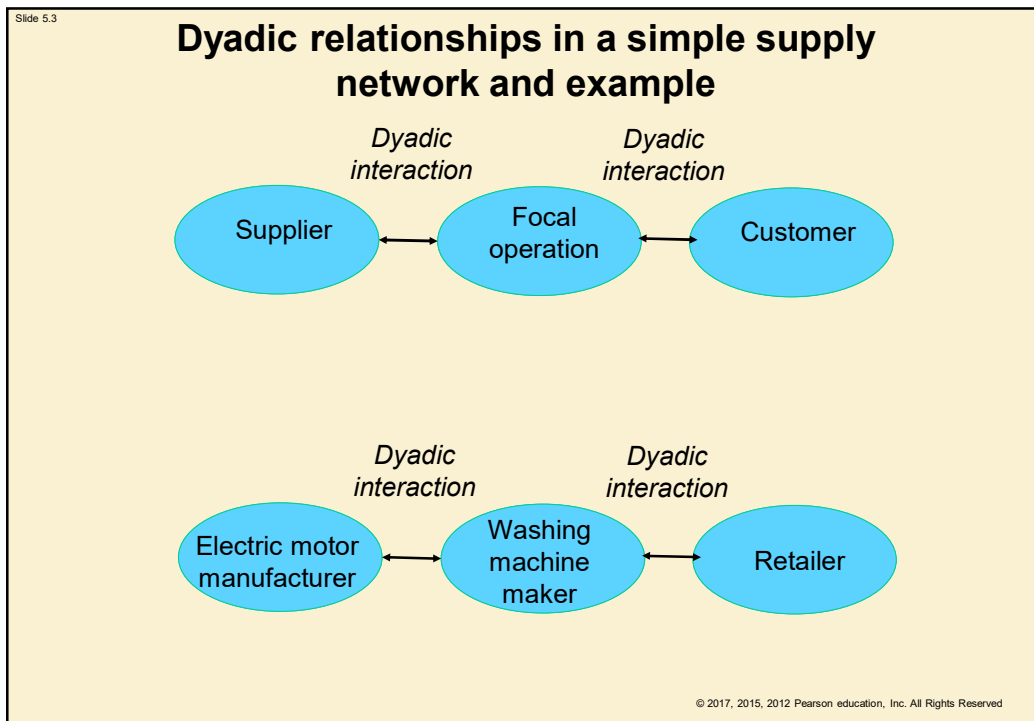
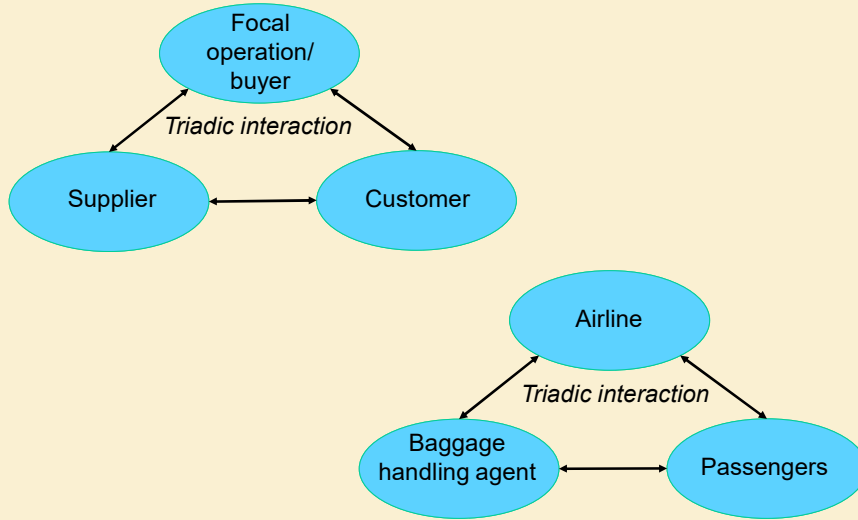


2



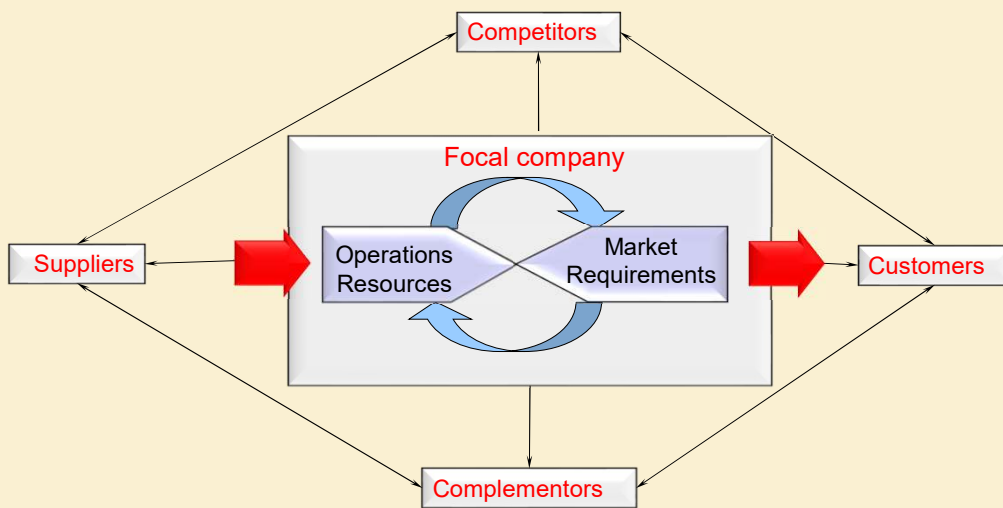
3

### Triadic relationship and example

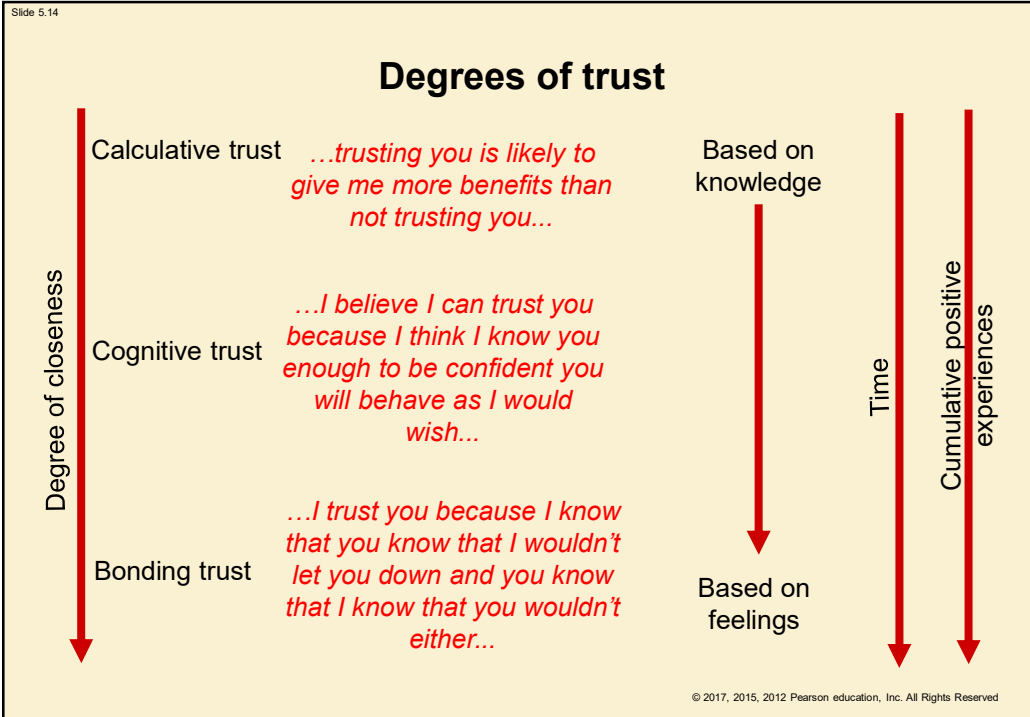


4

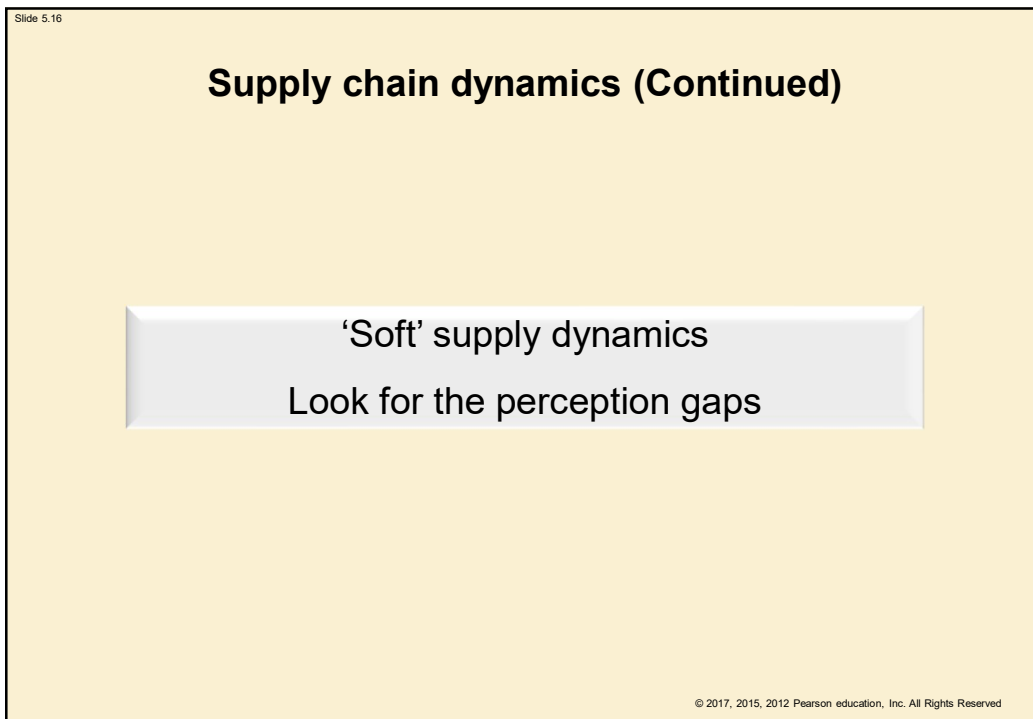
### The value net (based on Brandenburger and Nalebuff)



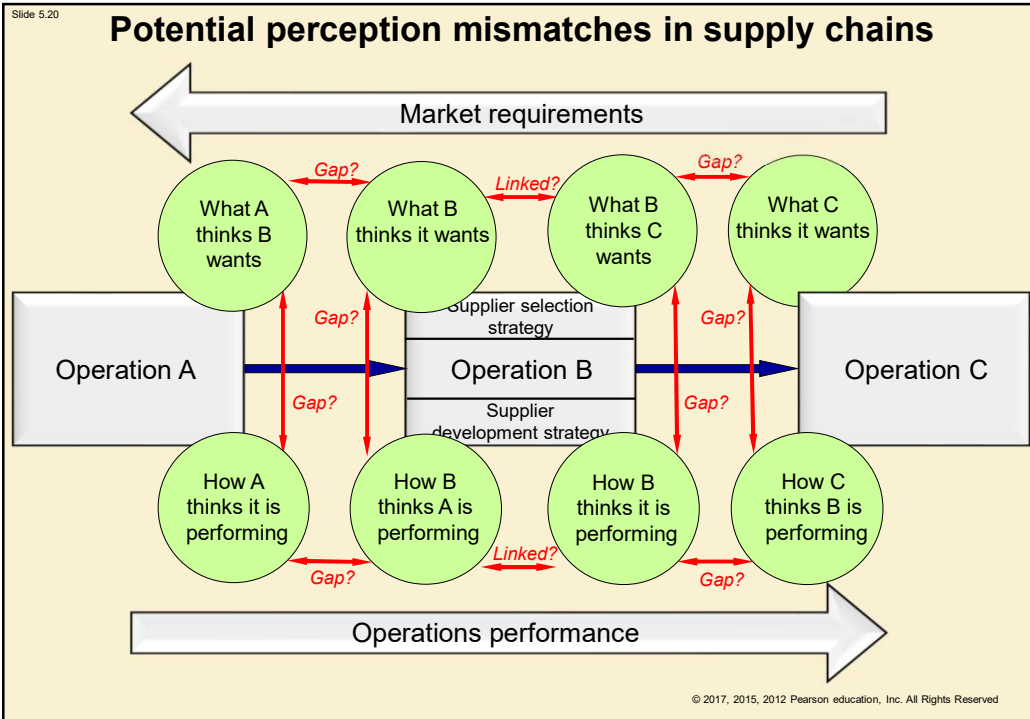
5



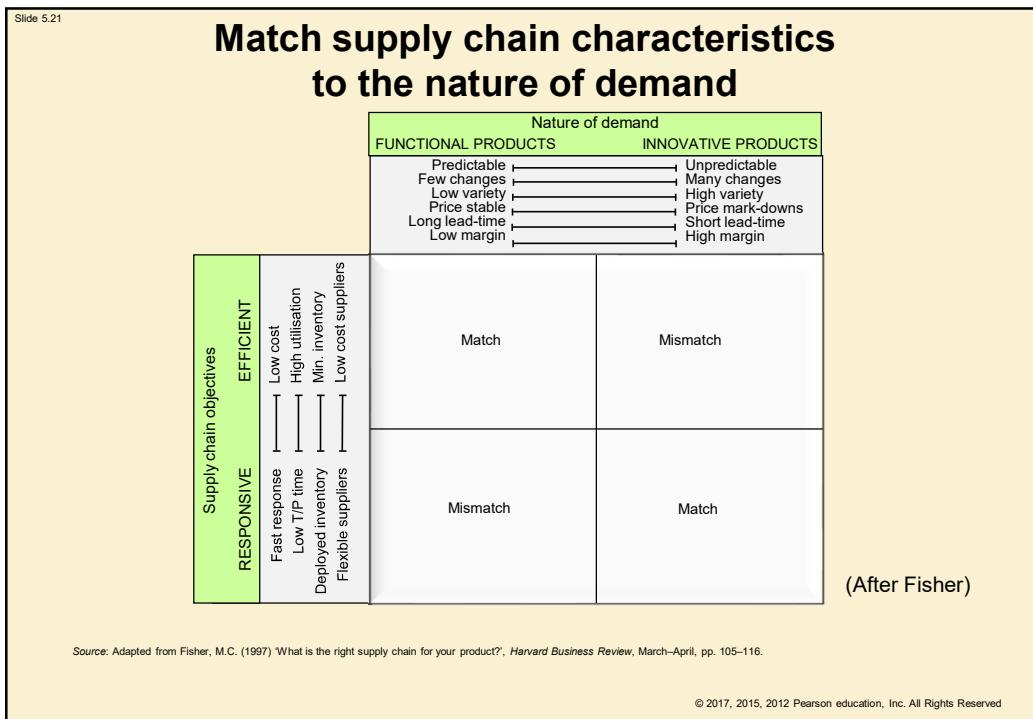
14



16



20



21