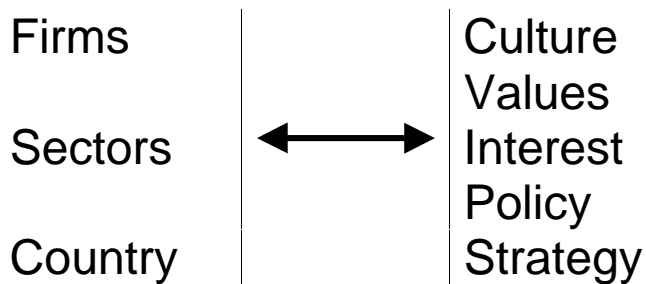
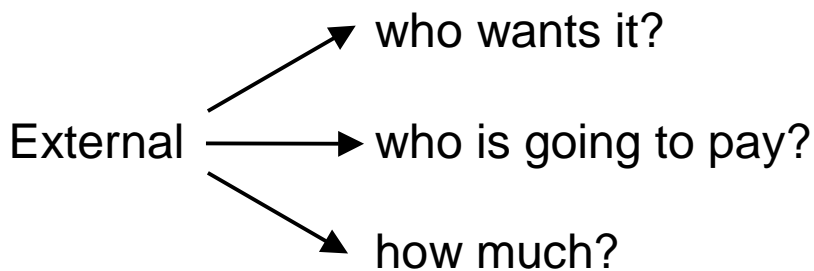


1. The bottle does not matter if the wine is good
2. Yes, but also between

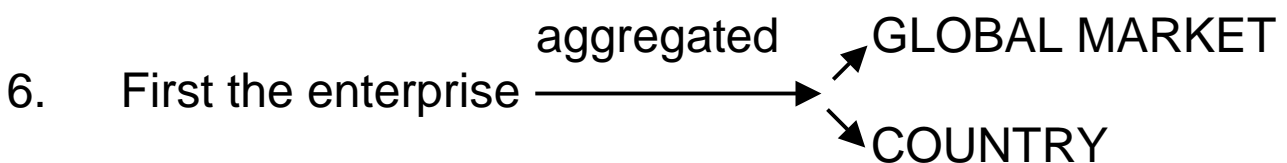


3. Internal ← a marginal investment



4. Only a few aggregated indicators coming from the “manager toolkit”

5. No, but the SMEs have to be helped



## REMAINS POINTS

- INTERNAL VS EXTERNAL  
(INDICATORS AND USE)
  - GLOBAL ENTERPRISE VS SMEs
  - INTANGIBLE RESOURCES VS INTANGIBLE ACTIVITIES  

The diagram illustrates a conceptual swap between 'resources' and 'activities'. It features two vertical lines: one on the left connecting 'INTANGIBLE RESOURCES' to 'INPUT', and one on the right connecting 'INTANGIBLE ACTIVITIES' to 'OUTPUT'. Two diagonal lines cross each other in the center, connecting 'INTANGIBLE RESOURCES' to 'OUTPUT' and 'INTANGIBLE ACTIVITIES' to 'INPUT', effectively swapping the roles of the two terms.
  - STRATEGICAL VS ECONOMICAL
- ### CONFIDENTIALITY
- ELEMENTARY VS GLOBALISED
  - VOLONTARY VS STANDARDS