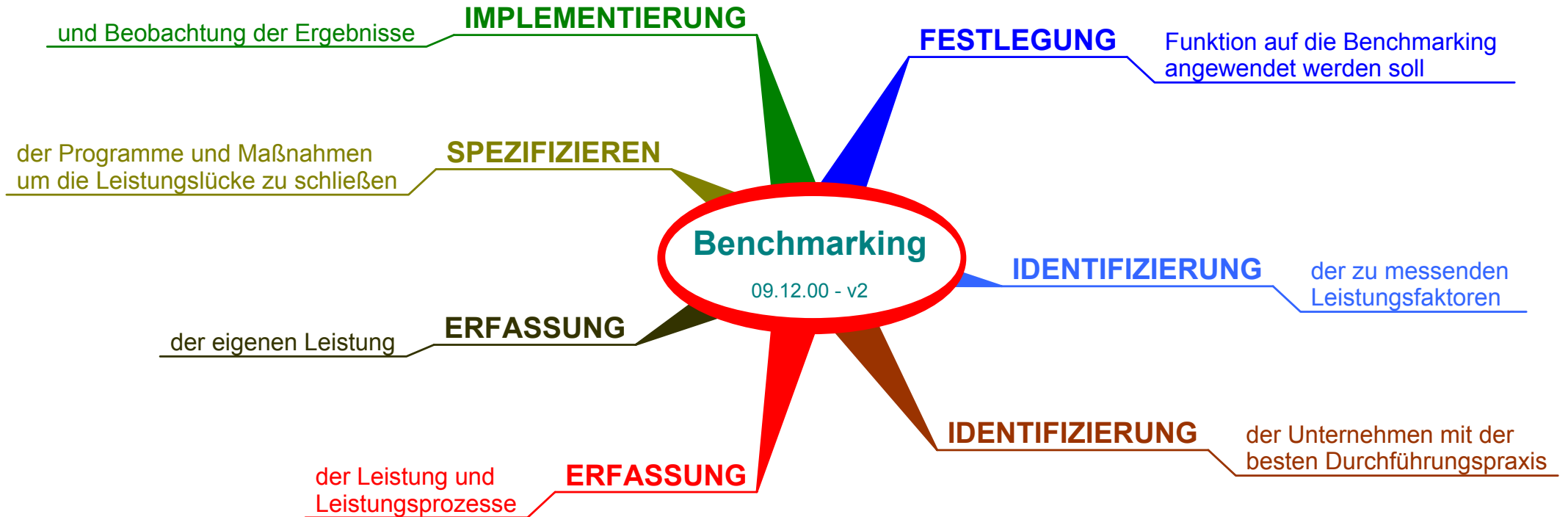


## Die sieben Schritte im Benchmarking



Kotler, MM, S.373