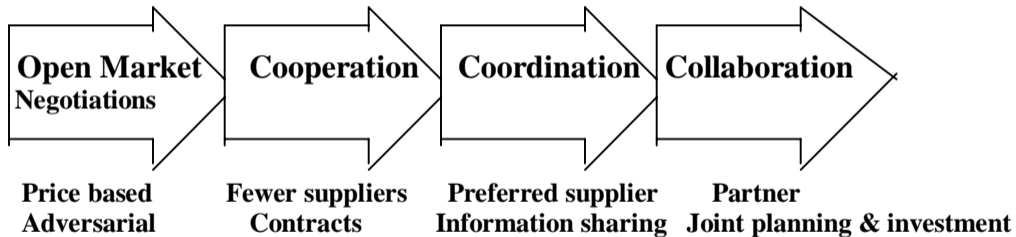


Figure 5 The evolutionary stages of a business partnership



Source: Spekman *et al.* 1998