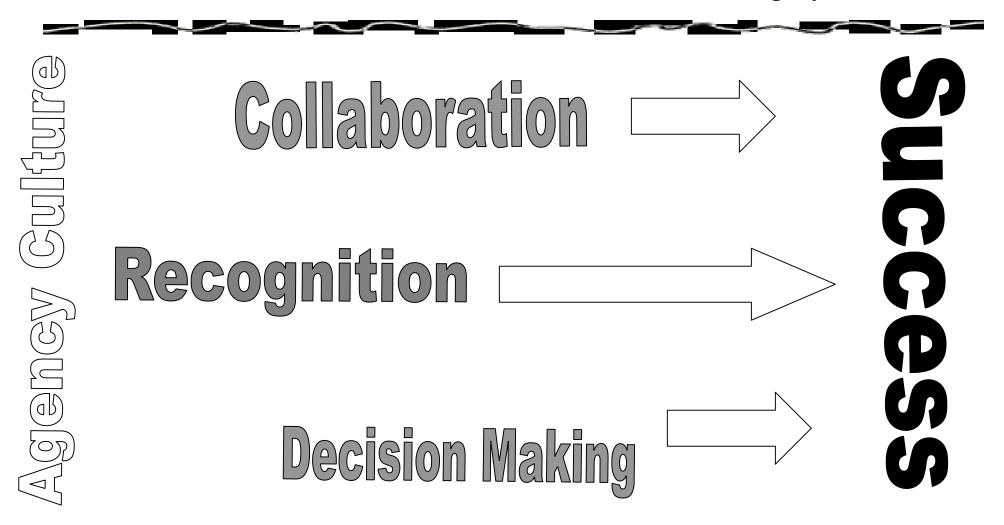
## Paths to Success

A Theoretical Model of Consumer Success for One-Stop Systems



Traditional Strategies

Redefinitions

Challenges