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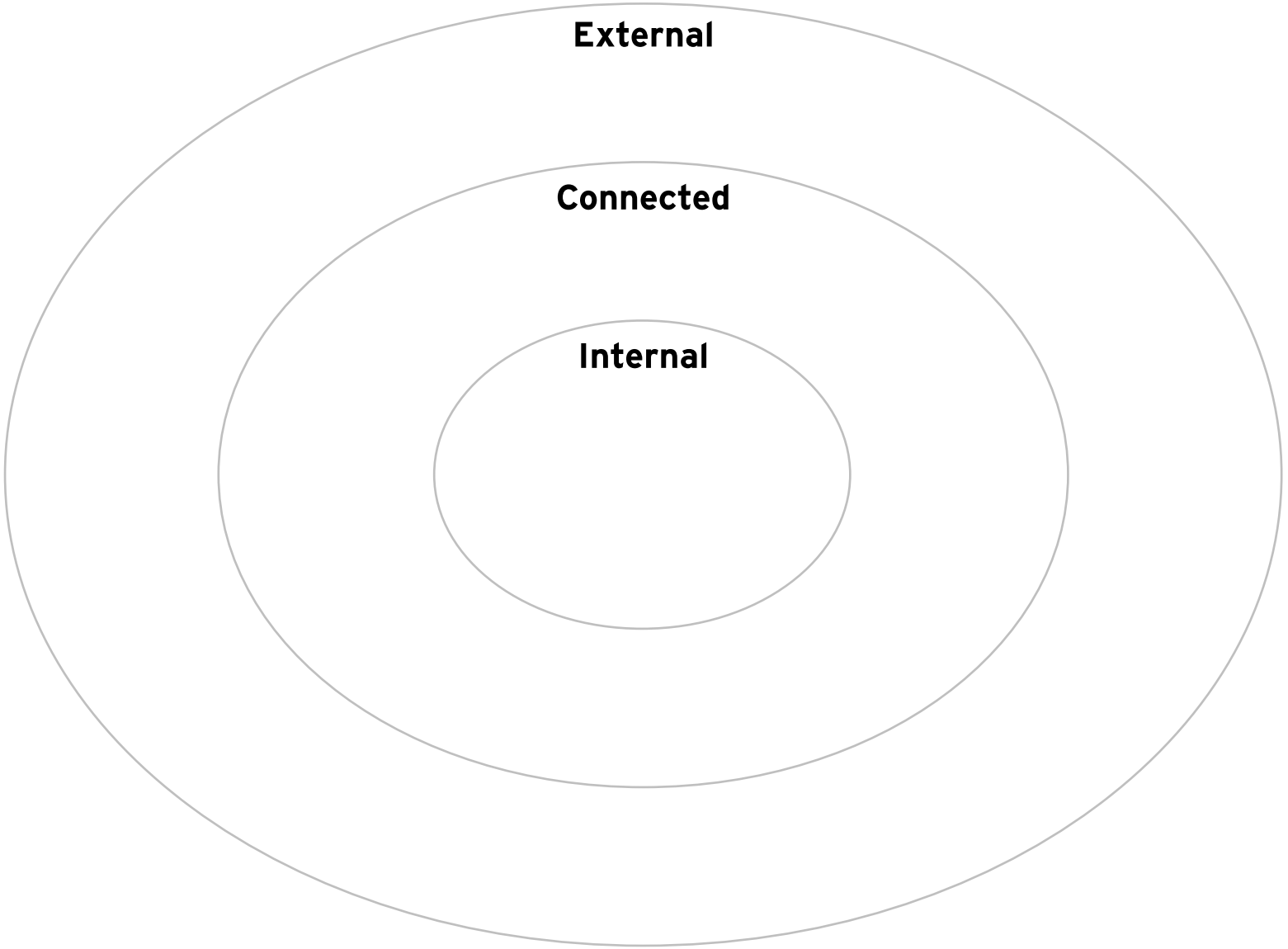
Stakeholder Map 1



Examples

Internal

- Directors
- Managers
- Employees
- Colleagues

Connected

- Retailers
- Suppliers
- Customers
- Distributors
- Shareholders

External

- Interest Groups
- Governments
- Pressure Groups
- Local Communities
- Media and News Organizations

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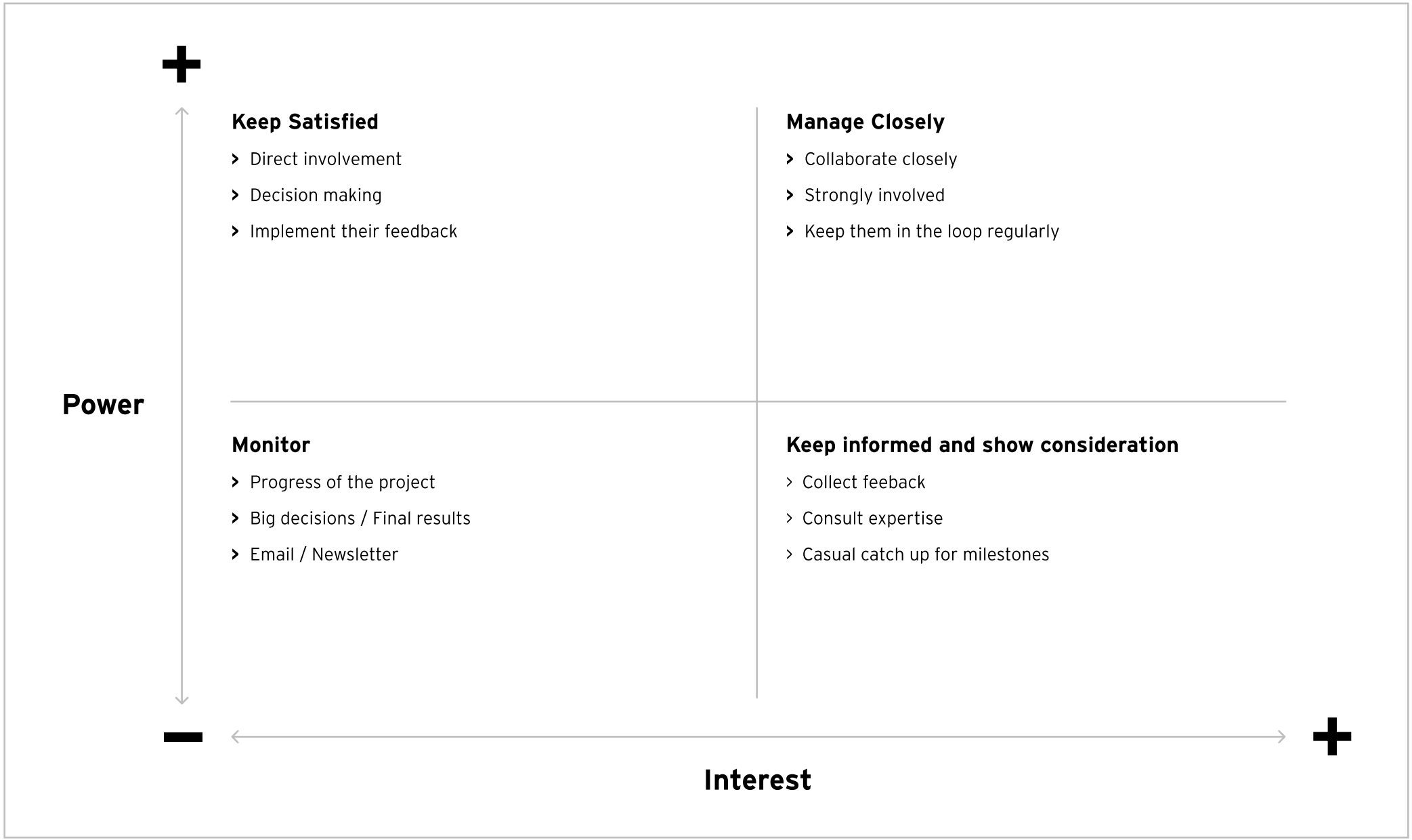
Stakeholder Map 2