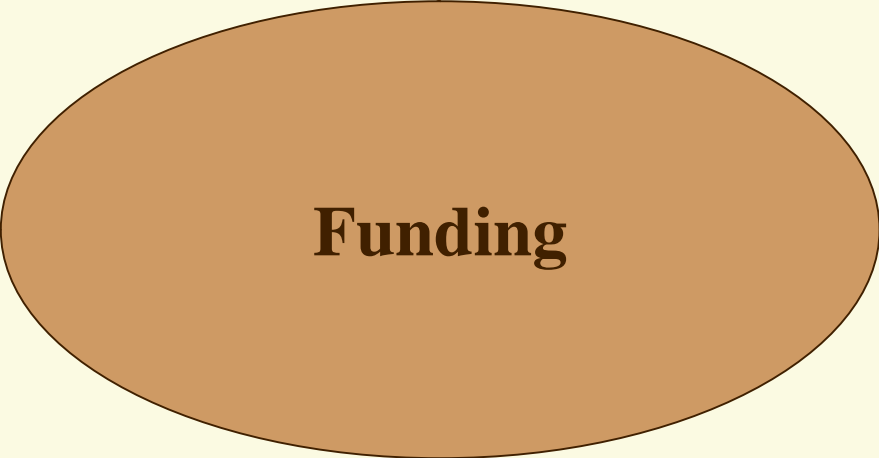
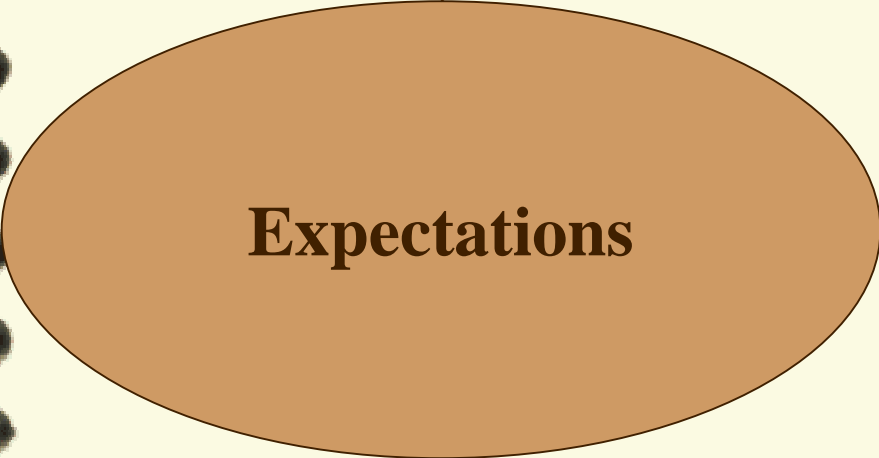
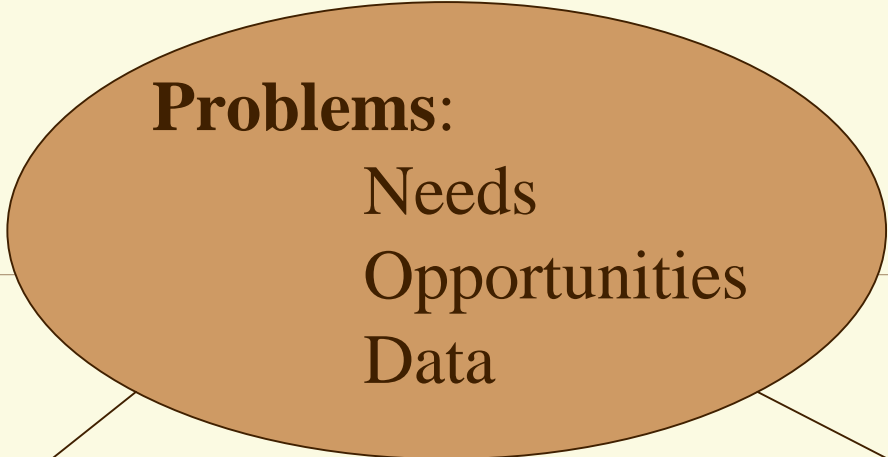


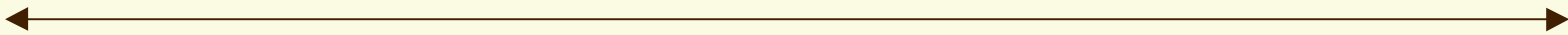
A spiral-bound notebook with a textured, light brown cover. The notebook is oriented vertically, with the spiral binding on the left side. The cover has a subtle, repeating pattern of small, stylized figures or shapes. The text "The Gap" is printed in a dark brown, serif font, centered on the cover.

The Gap



Theory

Application



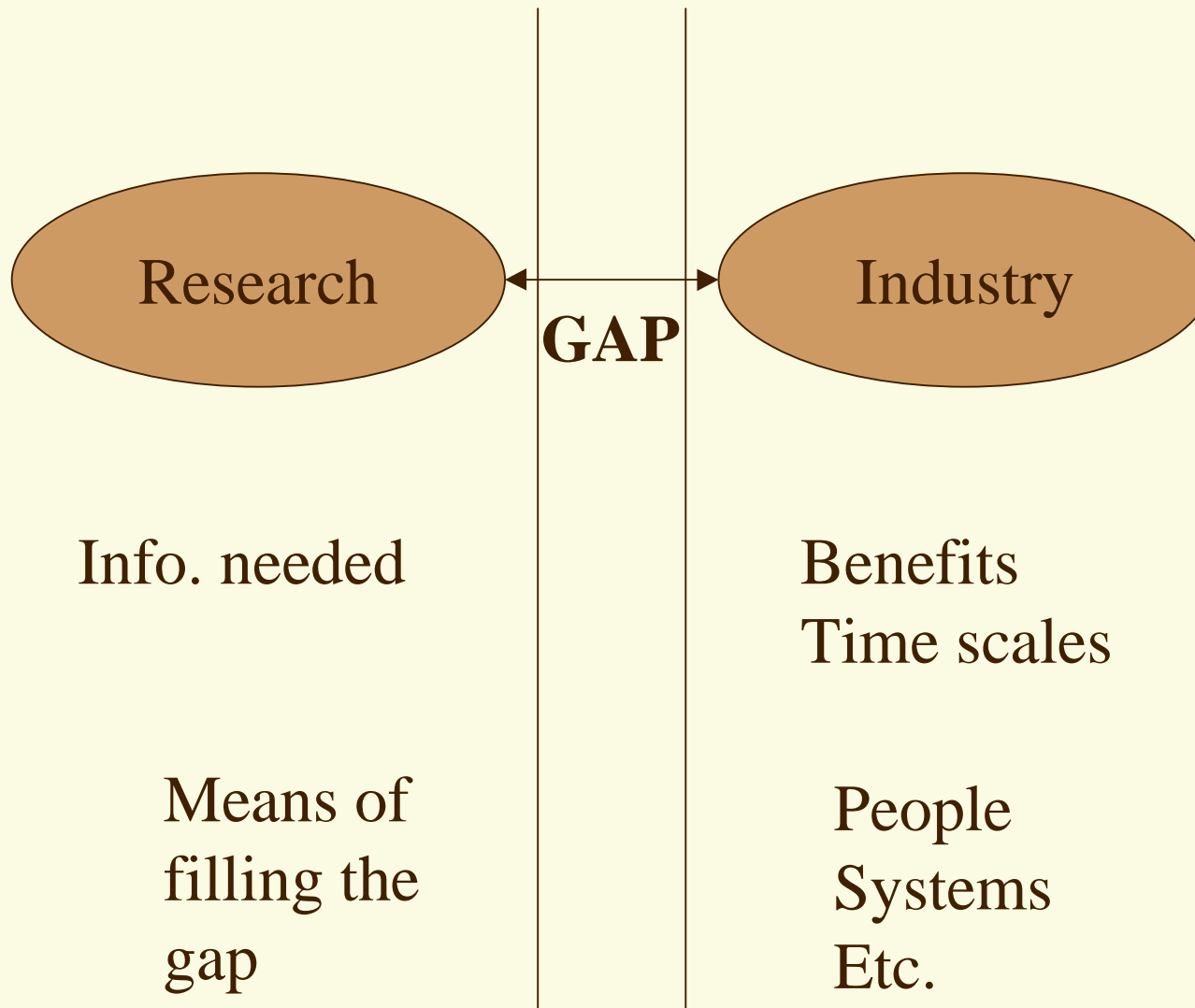
General

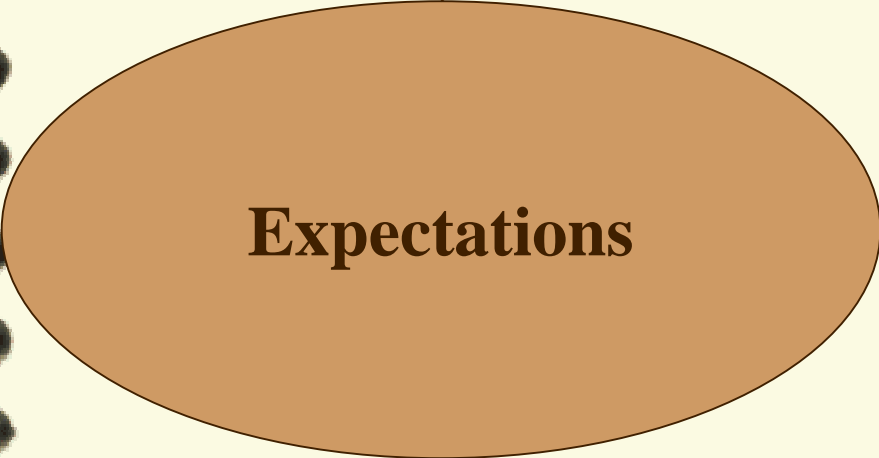
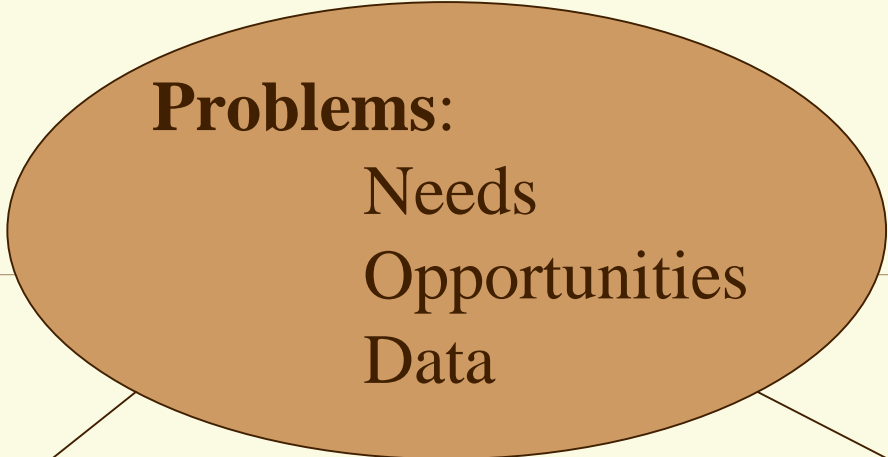
Specific

Social

Individual

Understanding the GAP





Theory

Application



General

Specific

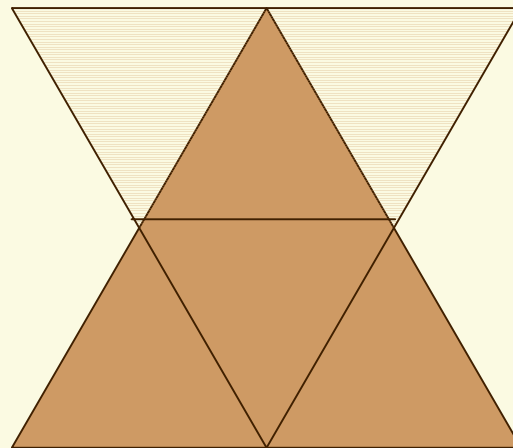
Social

Individual

Players

Perceived Expectations

Industry



Industry R&D

Perceived risk

Society