

strategy+business

Leading Ideas

For further information:

editors@strategy-business.com

Booz & Company

from **strategy+business** issue 40, Autumn 2005

strategy+business magazine
is published by Booz & Company Inc.
To subscribe, visit www.strategy-business.com
or call 1-877-829-9108.

For more information about Booz & Company,
visit www.booz.com

Originally published in Leading Ideas,
strategy+business, issue 40, Autumn 2005 by
Kenneth W. Freeman, Edward Landry,
Jaya Pandrangi, Gordon Cook, Doug Hardman,
David Messinger, and Sara Bergson.

booz&co.

© 2005 Booz & Company Inc.