

strategy+business

Leading Ideas

For further information:

editors@strategy-business.com

Booz & Company

from **strategy+business** issue 35, Summer 2004

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 35, Summer 2004 by
Charles Beaver, Heather Burns, Melanie Karbe,
Liisa Välikangas, Paul Kocourek, Aditya Bhasin,
Paul Hyde, Richard Pound and Karl Moore.

booz&co.

© 2004 Booz & Company Inc.