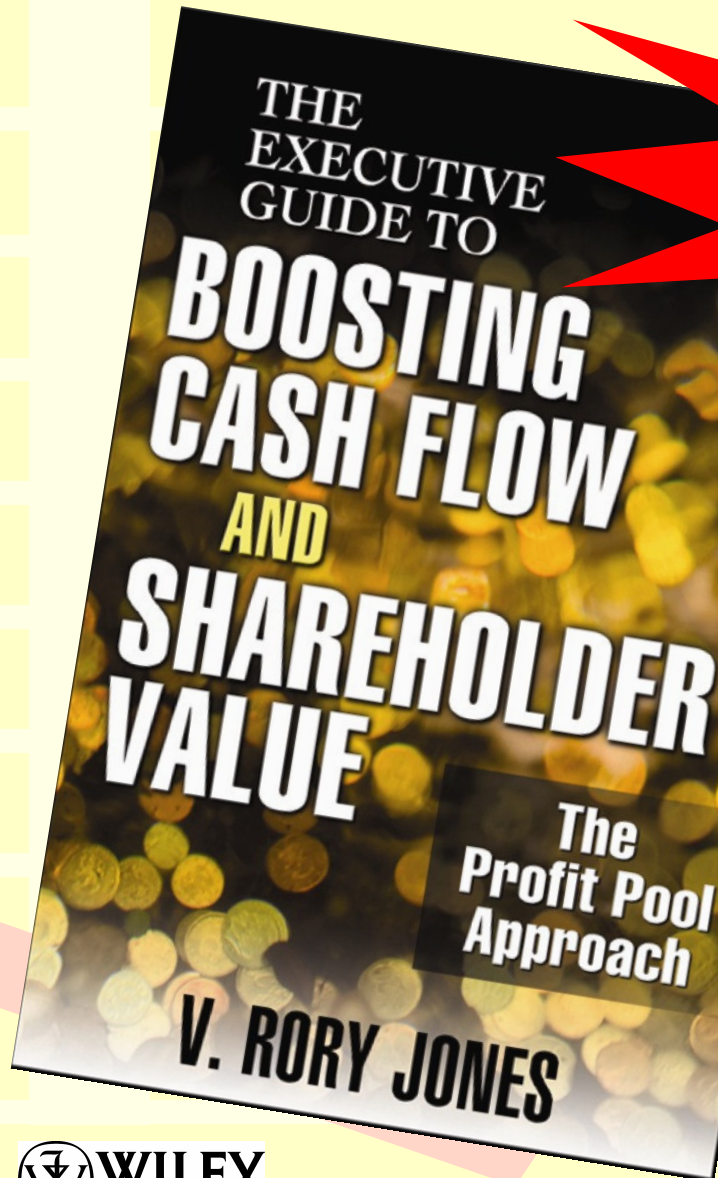


see the business as the CEO sees it



**first to reveal how to
boost business value**

- ✓ Shows Market Strategy drives cash flow and value far more than other management actions
- ✓ Exposes accounting information as inadequate and often misleading
- ✓ Sets out why business leaders must look at the 15 year view, and how they must respond to it
- ✓ Delivers practical steps to find and exploit value creation opportunities