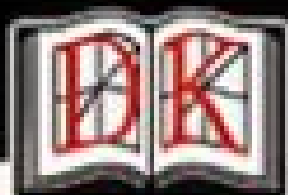


ESSENTIAL



MANAGERS

# MOVING TO E-BUSINESS



COMMUNICATING  
SERVICES • VALUE



CHANNELS

CUSTOMERS

PLANNING

KNOWLEDGE

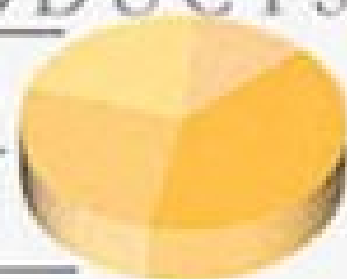
STRATEGY

PRODUCTS



TECHNOLOGY

COMPETITION



STEVE SLEIGHT

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