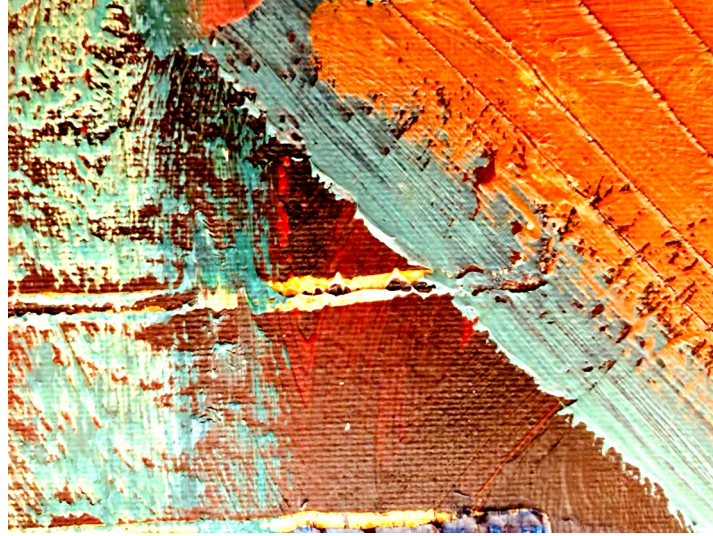
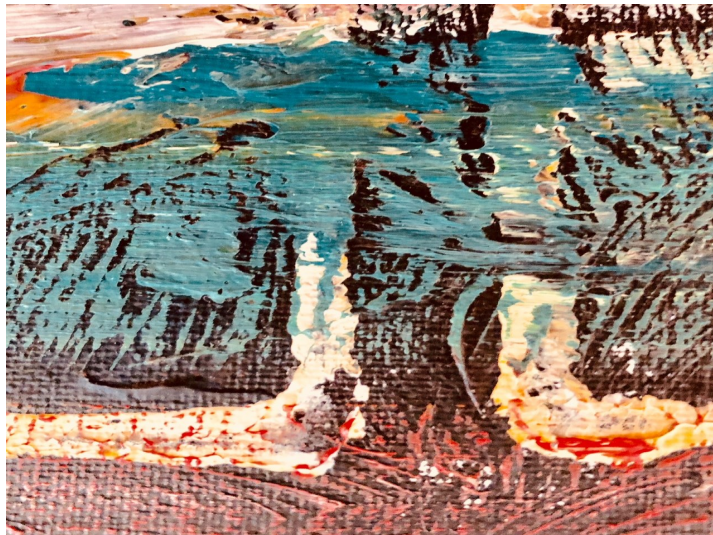
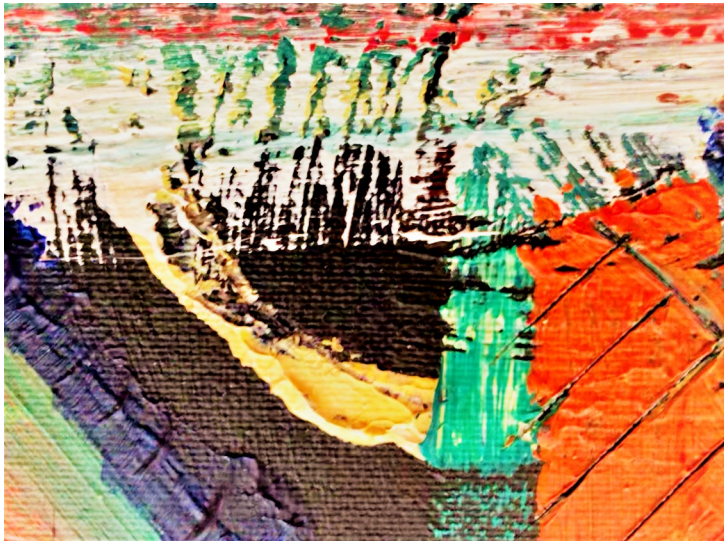


**Strategy as Art:** 1) Is a disruptive technology changing the cost-value equation?



2) Are customers consuming our product differently? 3) Do we understand value?



4) Have we over-designed our product-solution? Has it become too complex?

