

QUESTIONS, ARTICLE PAGE 80

1. Why is it increasingly more difficult for companies to find sources of growth?
2. How do many senior managers and professionals perceive the situation?
3. How many companies achieve their (or any) growth targets?
4. What impact does it have on future plans companies make?
5. What do you know about Logitech, Giorgio Armani and Accor?
6. Do all consultants share Zook's view on moving to "adjacencies" as a successful growth strategy?
7. What did Swissair establish its reputation for?
8. How did the strategy of the mid-1990s Swissair management affected the company and how is it doing now?
9. What was the core business of Marconi?
10. What contributed to the fact that Marconi is now a shadow of what it used to be?
11. How many of all possible adjacency moves may add value to a company?