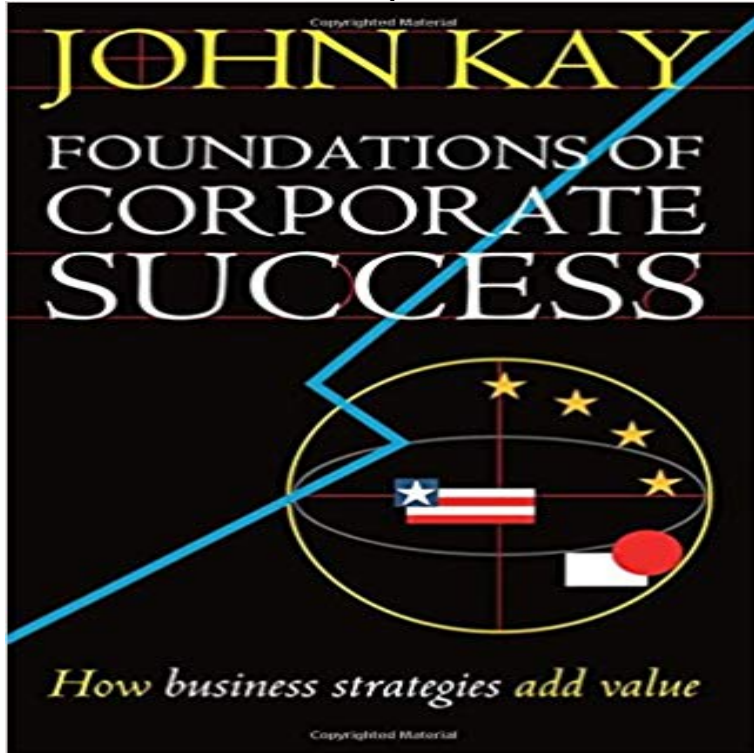


# Foundations of Corporate Success: How Business Strategies Add Value



How did BMW recover from the verge of bankruptcy to become one of the Europe's strongest companies? Why did Saatchi and Saatchi's global strategy bring the company to its knees? Why has Philips' outstanding record in innovation not been translated into success in the market? What can be learned from the marriage contract about the conduct of commercial negotiations? These are some of the questions addressed as John Kay asks: What makes a business successful?

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