





Your Brand?



SIEBEL ORACLE



## It's Garage Thinking you need to foster

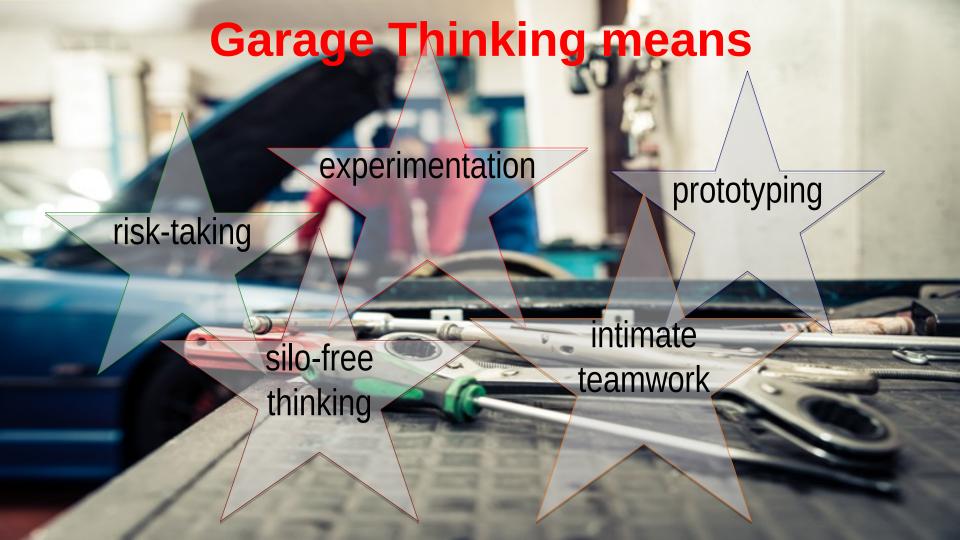
... a climate of disruption where new initiatives won't be rejected by the corporate immune system.





It's striking that modern innovators like Google and Microsoft have taken this approach, as well as more traditional players like German steel and manufacturing giant Thyssen Krupp.







## But it's the mindset that counts





