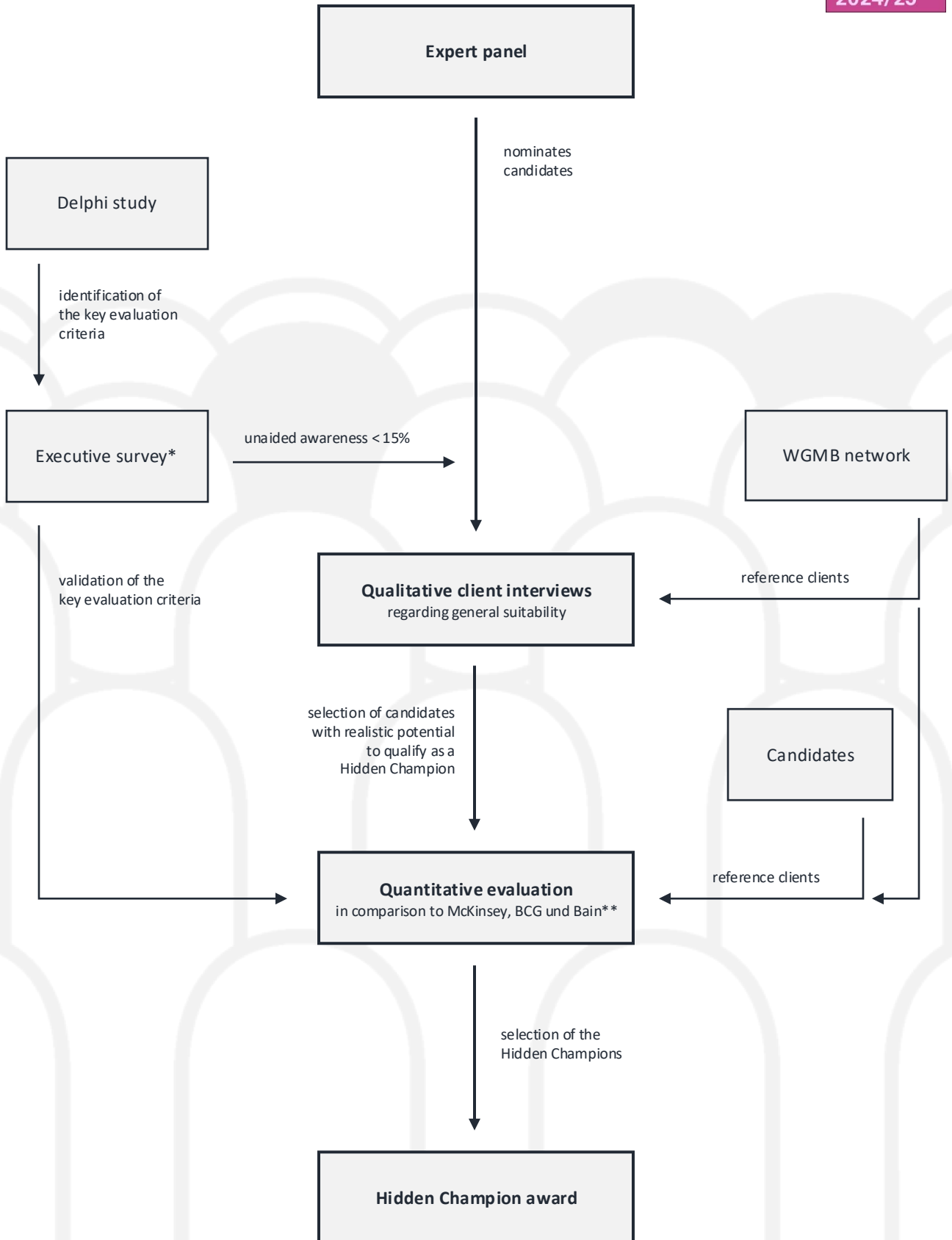


Study design



* > 1,000 board members, managing directors, sponsors of consulting projects, and project managers from companies with an annual turnover greater than 1 billion euros.

** At least 50 percent of the surveyed reference customers of each consulting firm must have experience with McKinsey, BCG, and/or Bain.