

CONTENTS

<i>List of figures</i>	<i>vii</i>
<i>List of tables</i>	<i>viii</i>
<i>Foreword</i>	<i>ix</i>
<i>Acknowledgements</i>	<i>xi</i>

Introduction	1
1 The financial services industry	15
2 The ICT industry	30
3 The automotive industry	46
4 The hotel industry	60
5 The marketing and media industries	74
6 The pharmaceutical industry	86
7 The retail industry	100

8 The energy industry

9 Conclusion

Glossary of terms

Index