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Contents

6 | TOP VIEW

What is your IEQ

In turbulent times, a good integrity and ethical quotient (IEQ) can be the difference between survival and doom.

14 | LEAD

Needed: Another People's Revolution

The breakneck economic growth experienced by India and China may run out of steam, or, more precisely, talent, if nothing is done to address some imminent human resource challenges.

46 | MARKETING

Taking it to the streets

The kings in the advertising world live and die by the mantra, "If you're not everywhere, you're nowhere." The New York graffiti explosion was the blowback caused by this attitude, and it deliberately mimicked it. "We were influenced so much by advertising," explains PINK, a graffiti artist. "The sheer act of writing our names is based on advertising, logos and the mass media intruding into our everyday lives. Coca-Cola, Newport, Pepsi, TAKI 183 it's the same thing. You see my logo a million times, I will be famous."

Since the New York epidemic, advertising has followed trends set by graffiti, appropriating its style for commercial purposes. Graffiti artists (PINK included) make a living doing work for ad agencies.

50 | STRESS TEST

The CEO's phone rings. The call is coming in from the CFO or maybe the general counsel. It's not good news. Perhaps the SEC has opened a formal investigation into allegations of financial mis-statements.

Or perhaps the company has received internal reports that a small number of products (out of millions in the field) have a defect that may cause house fires. Or maybe European regulators have conducted a dawn raid on all the offices of a major division, seeking evidence of price-fixing.

