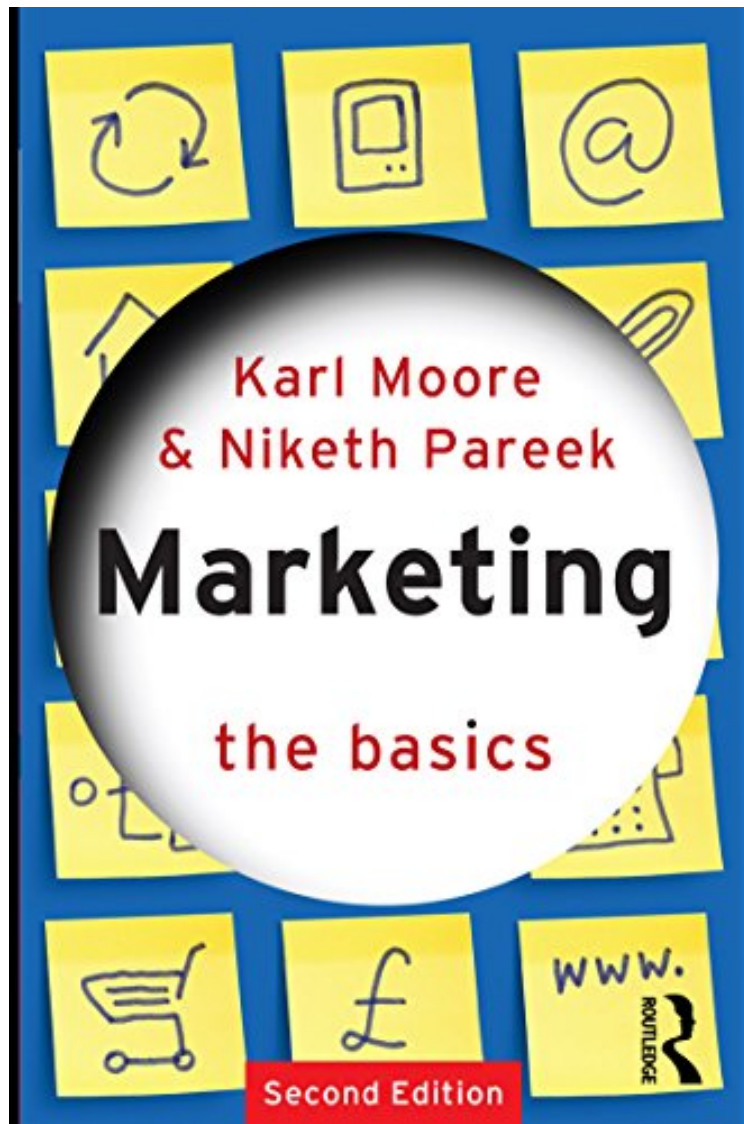


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About the Author Karl Moore is an Associate Professor in the Faculty of Management at McGill University and Associate Fellow at Templeton College, Oxford. He has been identified as being among a group of the ‘world’s greatest business thinkers’ in *Business Strategy* (Winter, 2005). Niketh Pareek is a journalist and management consultant specializing in online business strategy and digital marketing. His articles and commentary have appeared in several national and local Canadian newspapers, including *The Globe and Mail*, *The National Post*, *The Hill Times*, and *The Montreal Gazette*.