

White Space

**Who are the real thought
leaders in management
consulting?**



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2007

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Section B-2

Customers

Customer-related thought leadership accounts for approximately 9 percent of the thought leadership produced by major consulting firms.

For the purposes of this report, customer-related thought leadership has been broken down into six sub-topics. The largest of these are customer service and value proposition, each of which accounts for a quarter of all thought leadership in this field.

As would be expected in this comparatively mature area, a significant proportion (two thirds) of thought leadership focuses on the needs of specific sectors (Figure B-2), the most important of which are retail, financial services and telecoms (Figure B-3).

Figure B-2: Customers - Comparing the maturity of customer-related markets

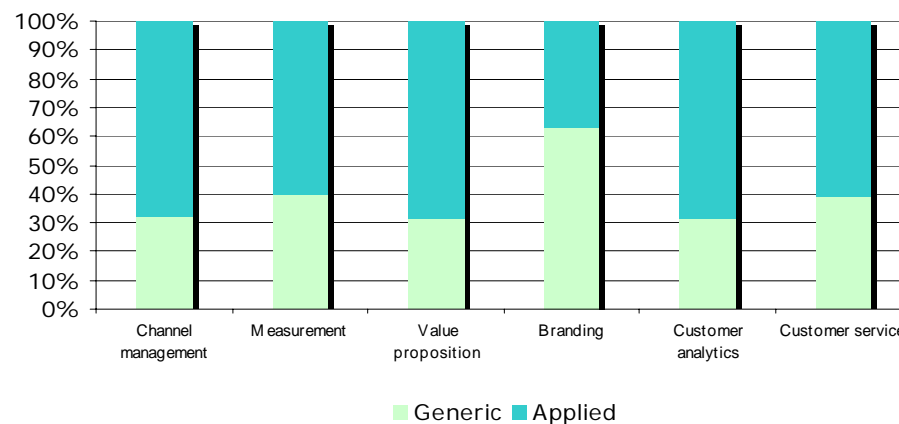


Figure B-1: Percentage breakdown of customer-related thought leadership

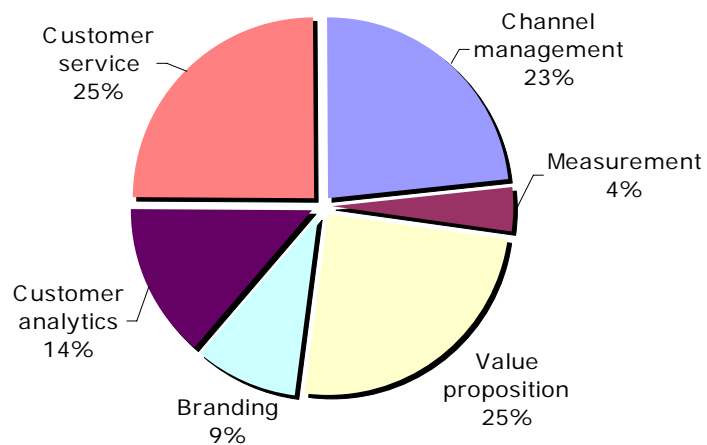


Figure B-3: Customers - Concentration of output by sector

