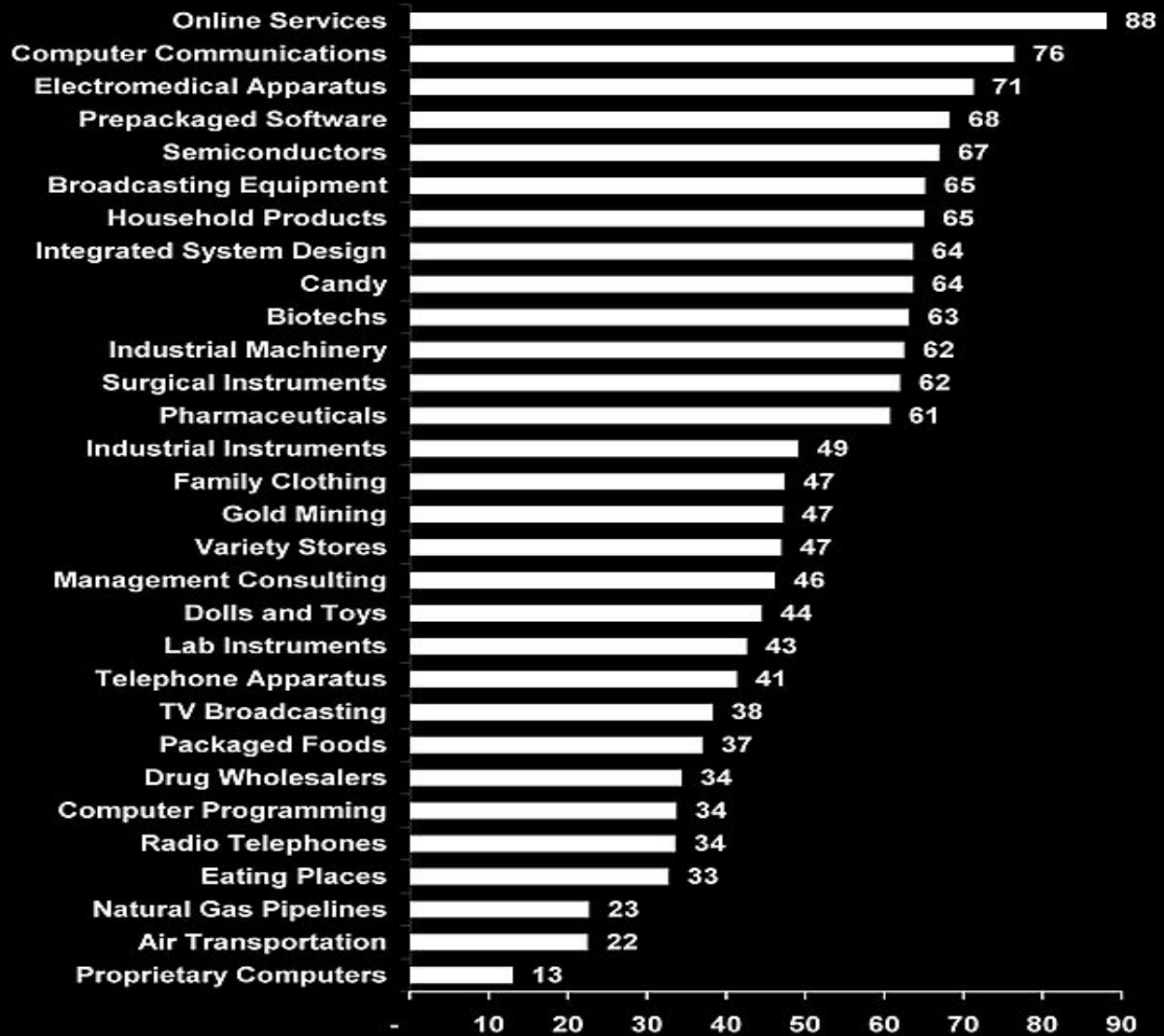


Percent Intangible Value



Source: *Competing for Customers and Capital*, page 7