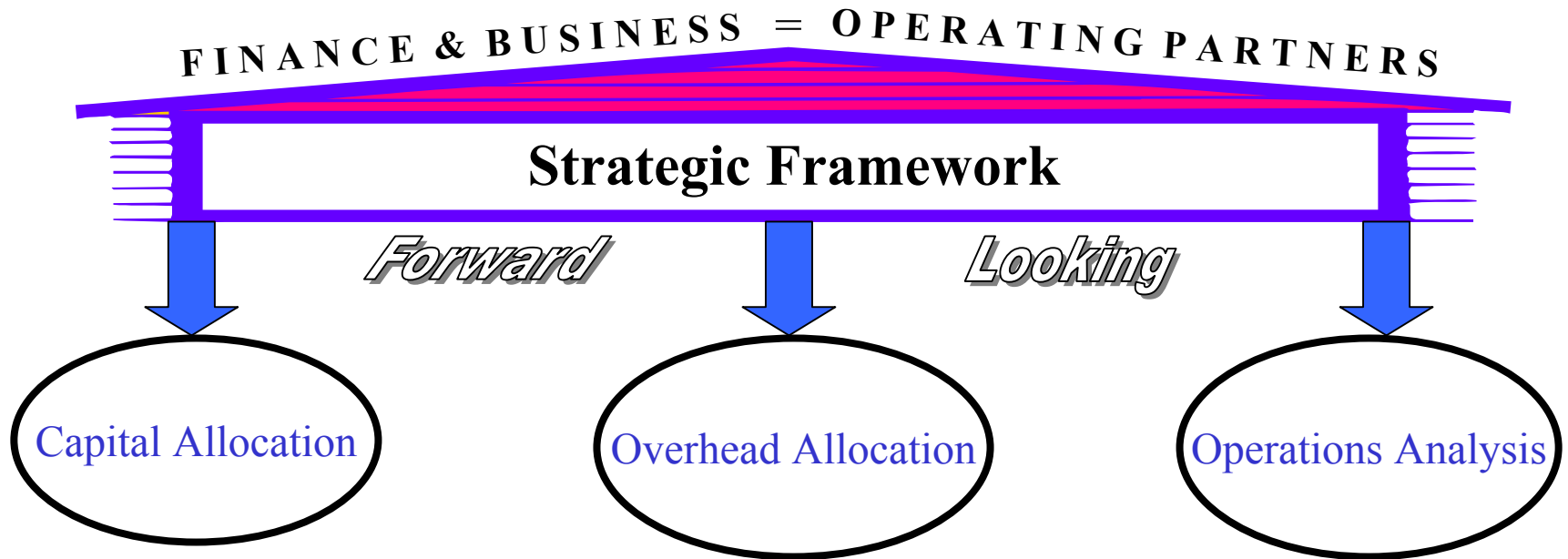


# Business Principles



- Winning Strategies Are Executable And Profitable**
- Always Watch the Competition**
- Make Smart Bets / Invest in Innovation**
- Build Systems With Visibility / Use Information to Differentiate**
- Trust But Audit to Verify**
- Infrastructure to Support**
- Make the Tough Decisions**

