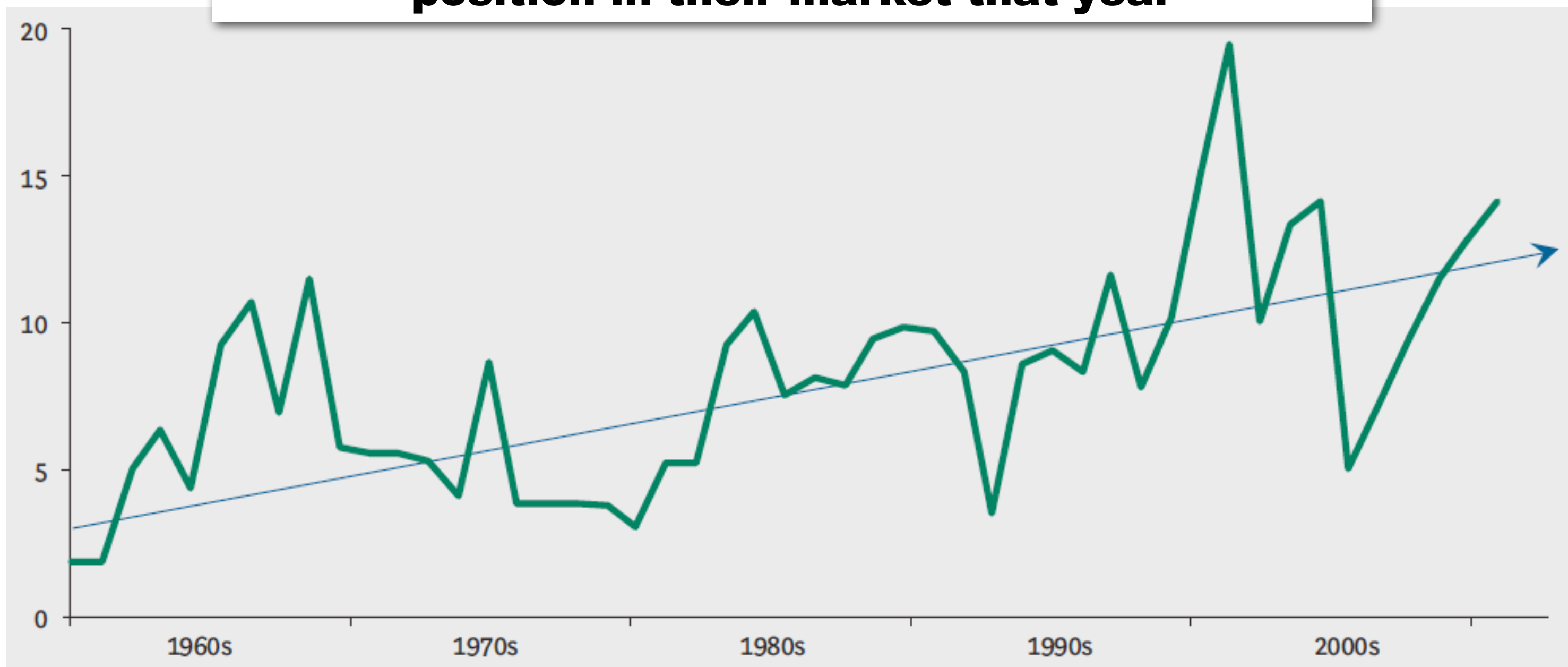


Number of companies that lost their top 3 position in their market that year



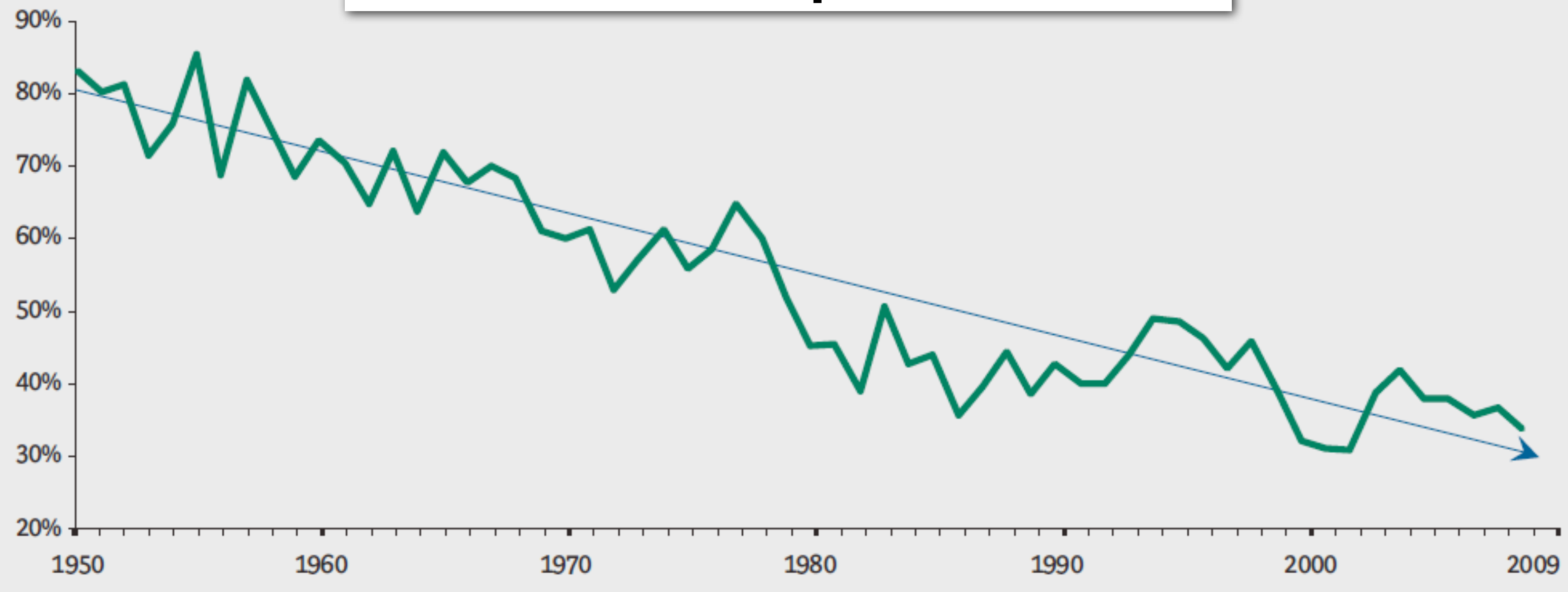
Source: BCG-analysis, Adaptability: The New Competitive Advantage, Harvard Business Review, July 2011



De Beukelaar Groep

BCG
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% Chance that the biggest organization is the most profitable



Source: BCG-analysis, Adaptability: The New Competitive Advantage, Harvard Business Review, July 2011



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Sources: Compustat; BCG ValueScience Center; BCG analysis.