

#### Nokia















Sony



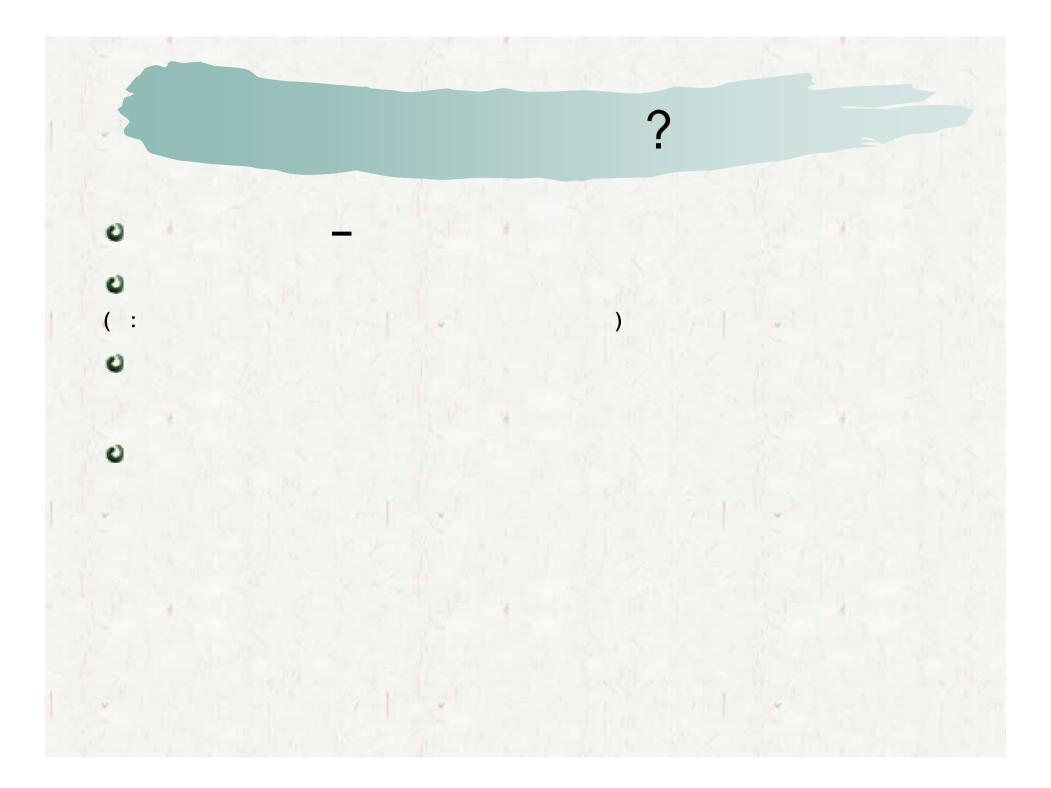




#### Virgin

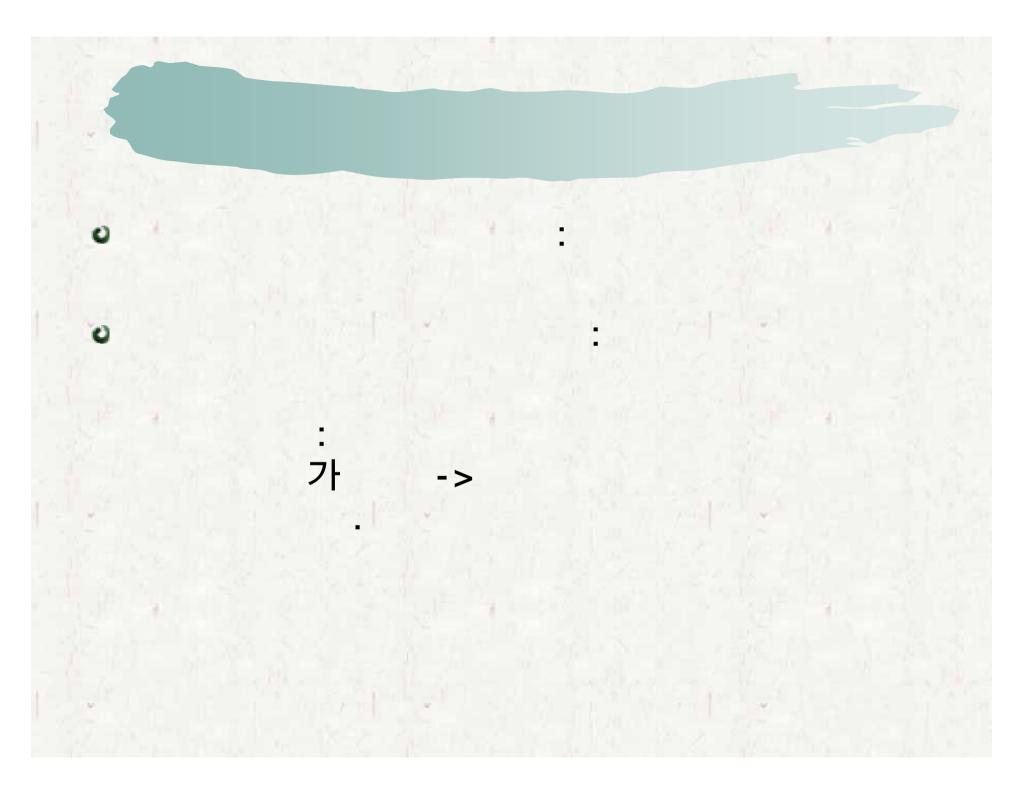






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(designer)
(engineer)
(marketer)
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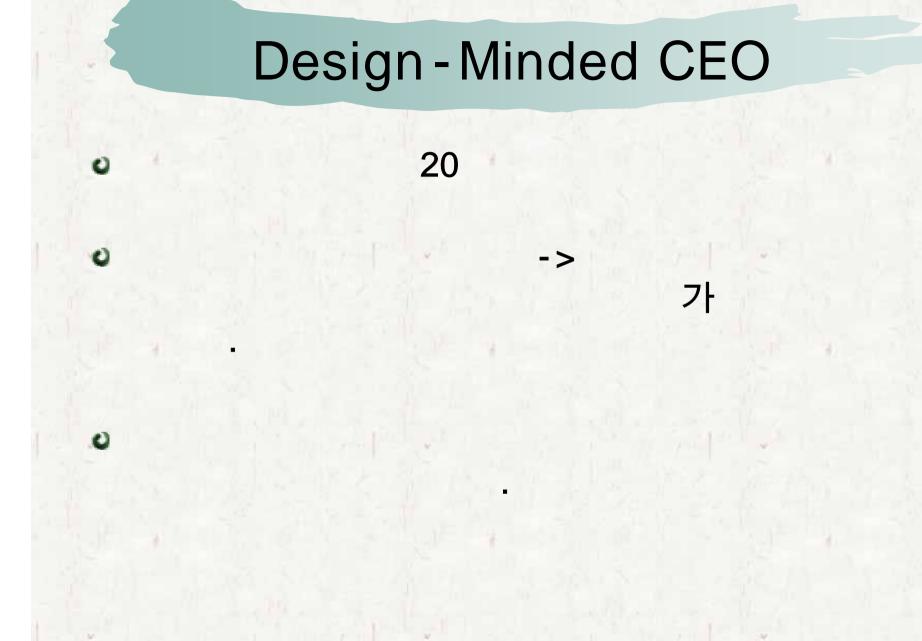
CEO Top Management Team



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Apple
            Steve Jobs:
  Let designer design, then make engineer build the design (
cf.
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