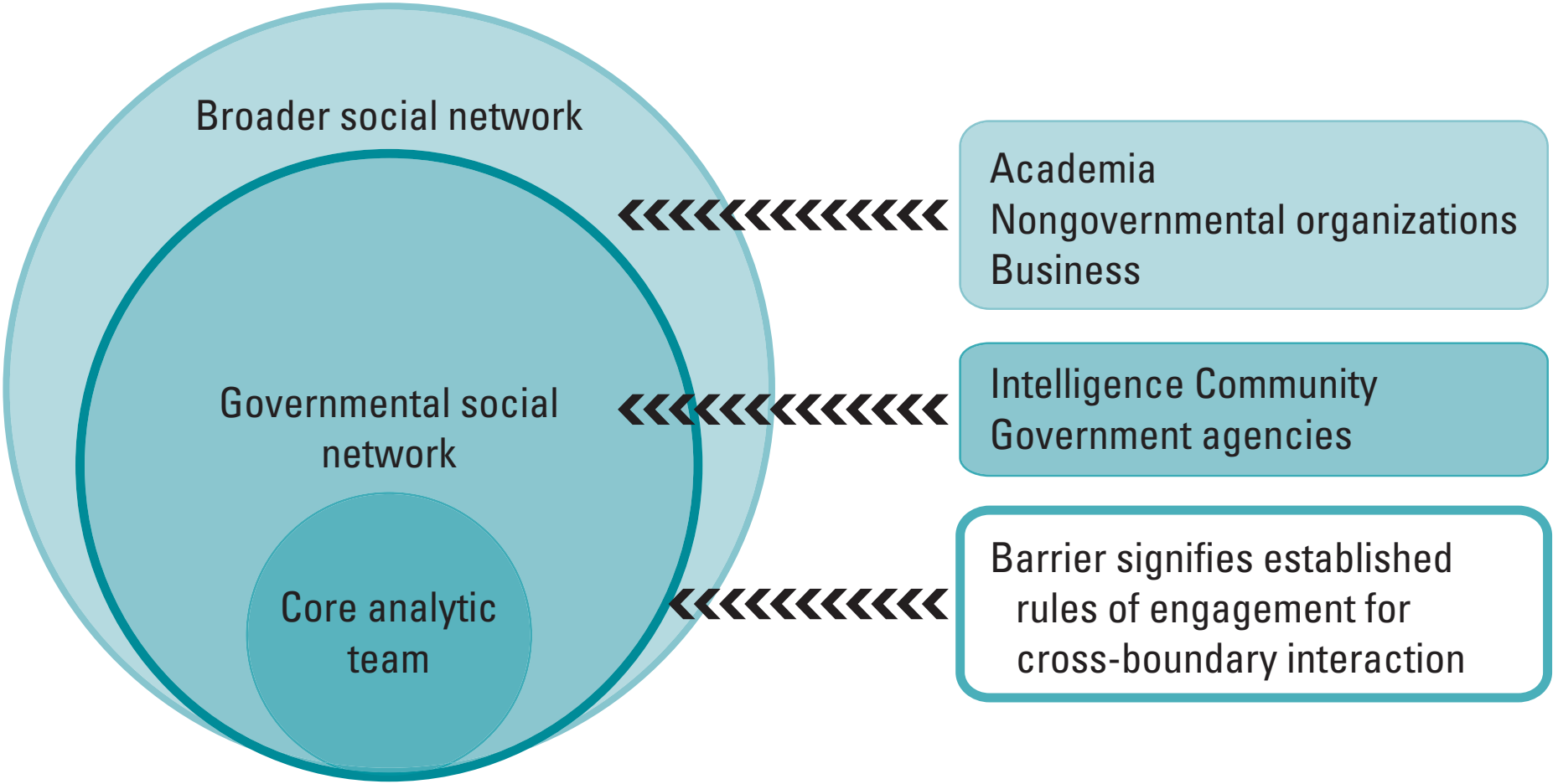
Figure 12.1a **Traditional Analytic Team**



Source: 2009 Pherson Associates, LLC.