

Strategic Questions from Jim McTaggart, Co-Chairman and Co-Founder, Marakon Associates

1. In every company, there are good costs and bad costs. What's the best way to identify which is which?
2. What role should assets or investment play in cost management? Should capital be considered as having an explicit cost that should be managed? If so, how?
3. Given the intensity of competition in most markets today, what is the best way to increase the odds that cost management will actually have an impact on the company's profitability and value (rather than simply being passed through to consumers in the form of lower prices)?