



What the PROJECT MANAGER looked for.



What TOP MANAGEMENT approved.



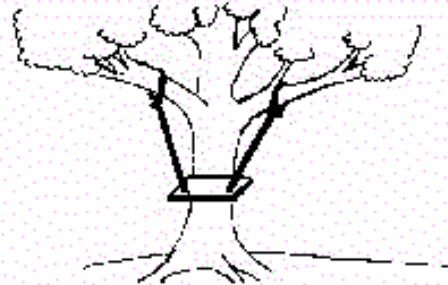
What MARKETING proposed.



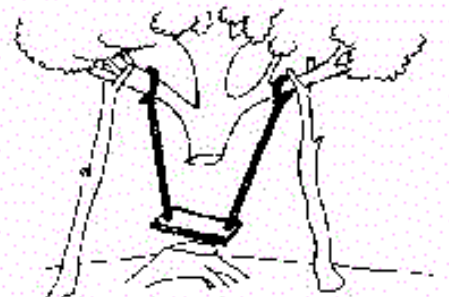
What SALES considered useful.



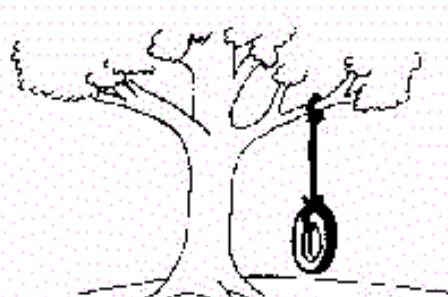
What R&D delivered.



What MANUFACTURING produced.



What was eventually LAUNCHED.



What the CUSTOMER really wanted.