

strategy&



*At odds: Company
spending and
strategy*

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**Technology,
Media and
Telecommunication**

Tech, media and telco industry Fit for Growth* Index Profiler results

PwC's Strategy& Fit for Growth Index Profiler surveyed 480 executives from the technology, telecommunications, and media industries to understand how well they align their strategy and cost agenda. Here is what they said.

Exhibit 1 Most companies' strategies are surprisingly unclear.

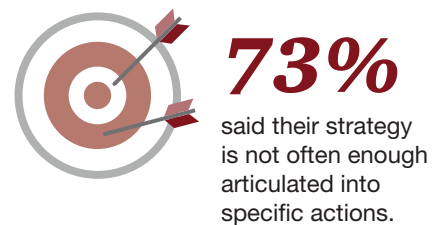
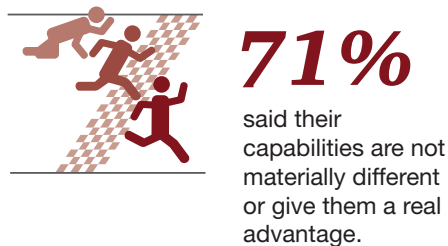
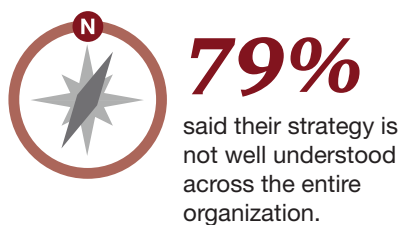


Exhibit 2 A majority of companies allocate time and resources without using a strategic perspective.

Of the executives surveyed...

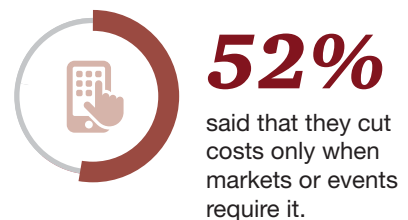
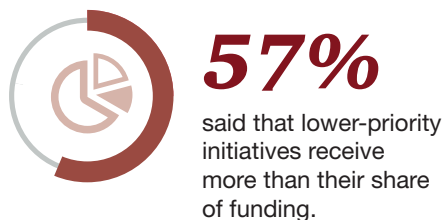
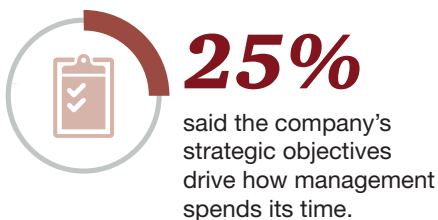
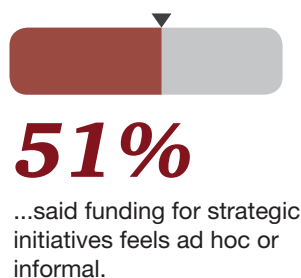
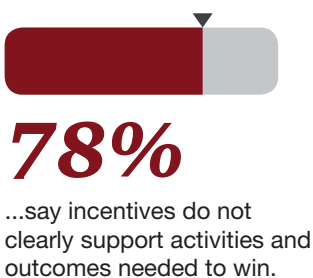


Exhibit 3 Organizational issues make the problem harder to solve.

Of the executives surveyed...



Source: PwC's Strategy&, Fit for Growth Index Profiler, 2013-2017.

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