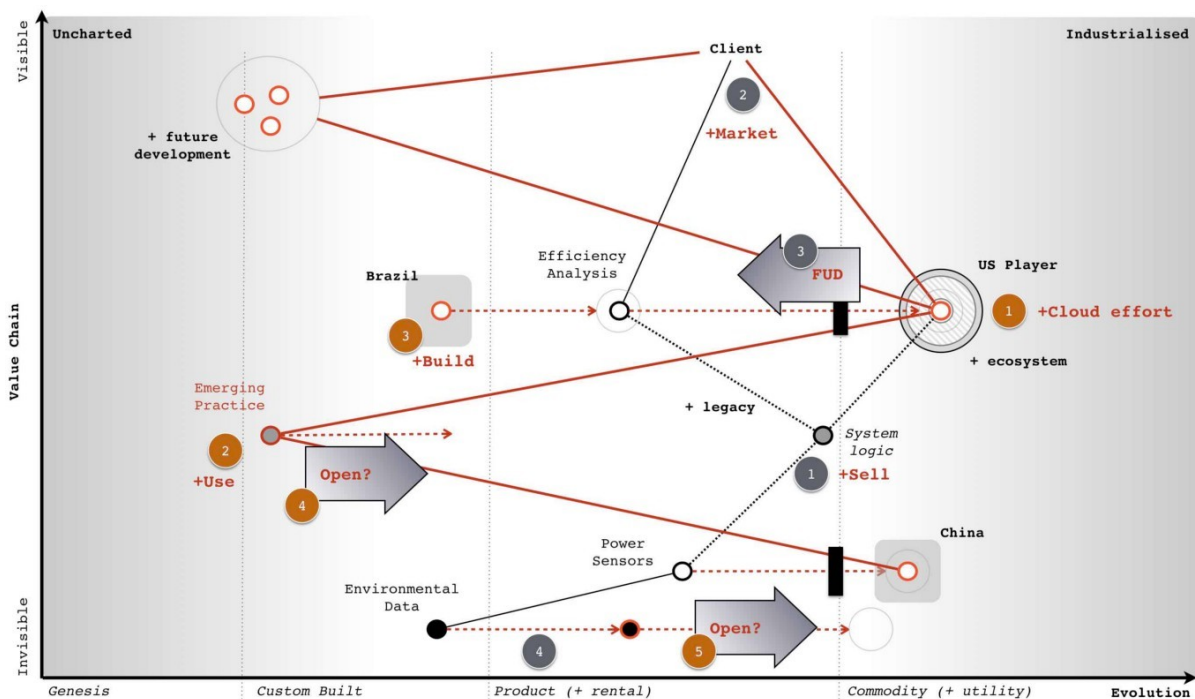


that CIO who shows some promise, some insight, despite the company's attempt to get rid of her.

Applying a bit of thought to the map, another path now becomes available or in this case two paths as it's a combination of simultaneous plays. I've marked these in orange and grey on the map in figure 185.

Figure 185 — my play



The grey play — Pig in a Poke

I'm going to sell this company (grey point 1). I'm going to want to maximise my return which means I'll put effort into marketing (point 2) and promoting Phoenix as the future in this market, reinforcing those analyst messages. I'm also going to encourage the marketing team to heavily play on concerns over any cloud effort (point 3). Hence a bit of fear, uncertainty and doubt (FUD) is useful.