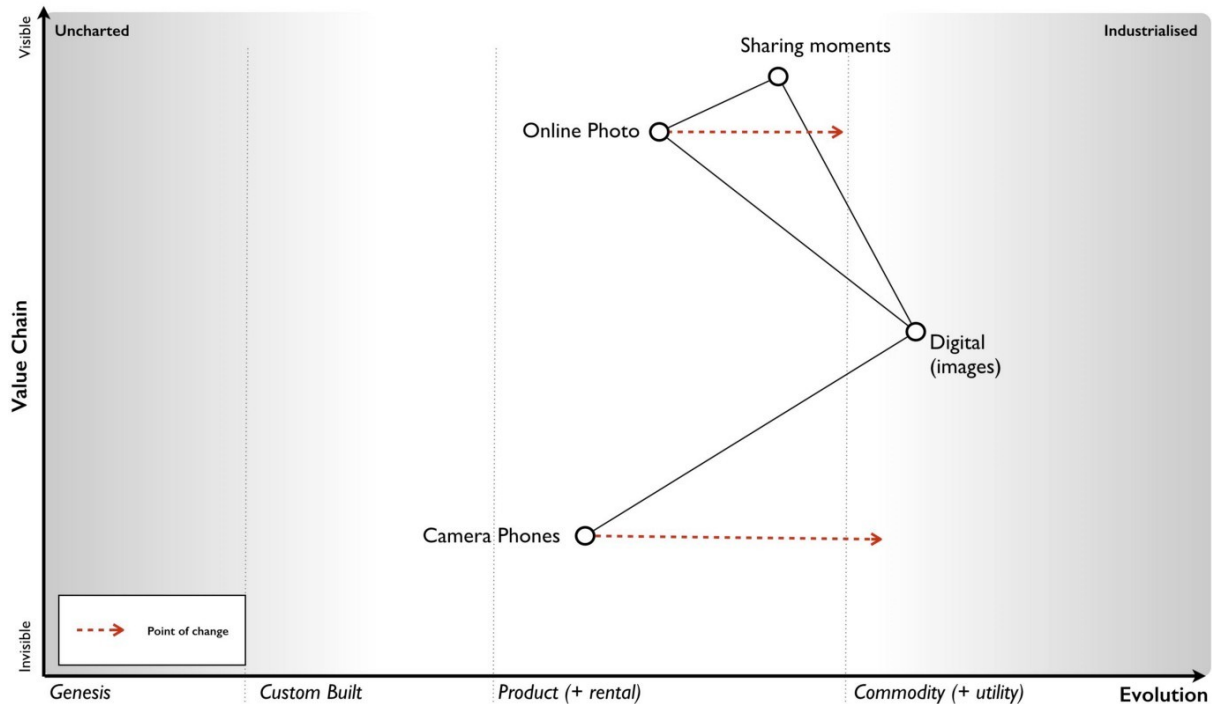


For us, the future of pictures looked more like figure 52 and printed photos were barely worth mentioning unless you intended to specialise in a profitable niche.

Figure 52– A future picture



In any choice I was going to make, I had to be careful of inertia and past success. Simply standing where we were might be the comfortable option but it didn't mean we would have a rosy future. Our fraught issues around our parent's photo service could grow if we embraced a camera phone future as this would put us in direct conflict with its core DSC business. However, Kodak was a clear example of what could go wrong if you didn't move fast enough into the future, allowed inertia to slow you down or compromised by placing the bets in the