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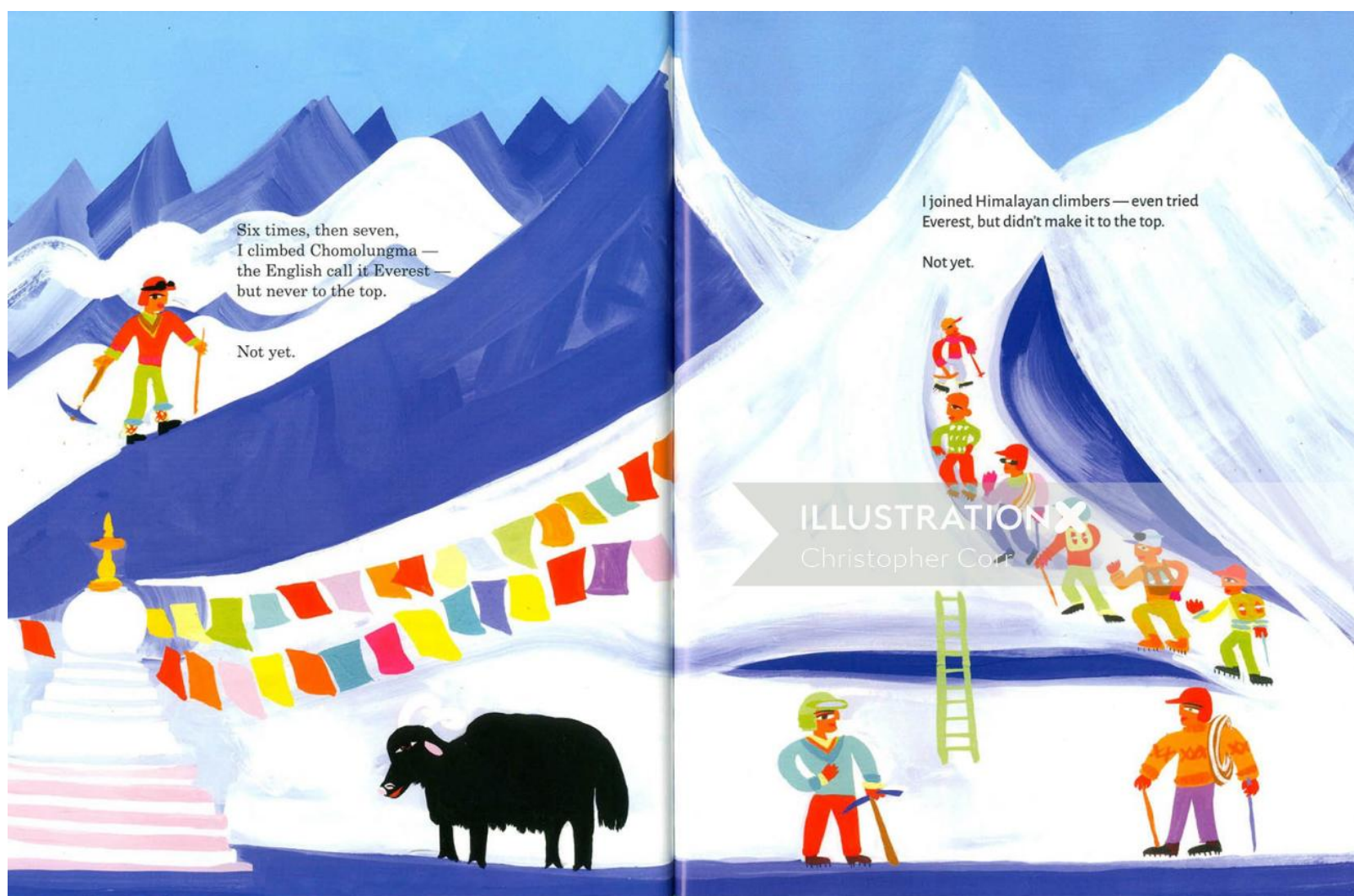


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Who we are. And why.

No company in the world has a greater or more varied repertory of talent.

203,000 people work for WPP companies. Between them, they offer more than 80 distinct skills on which our clients can draw.

They can do figures and they can do fantasy. They can learn from the past to make sense of the future. They can buy time and space with a heavyweight's efficiency and they can fill that time and space with a storyteller's delicacy.

No two clients are alike, so the task of client management is both complex and simple. You need first to understand each client's needs: in depth and in detail. And then you need to know which of those 80-something skills - working in harmony and ignoring traditional divisions - will best meet those needs.

The management skill lies in the tailored application of talent to task. Because it disdains the vertical silos that can deter liberated collaboration, we call it horizontality. ●

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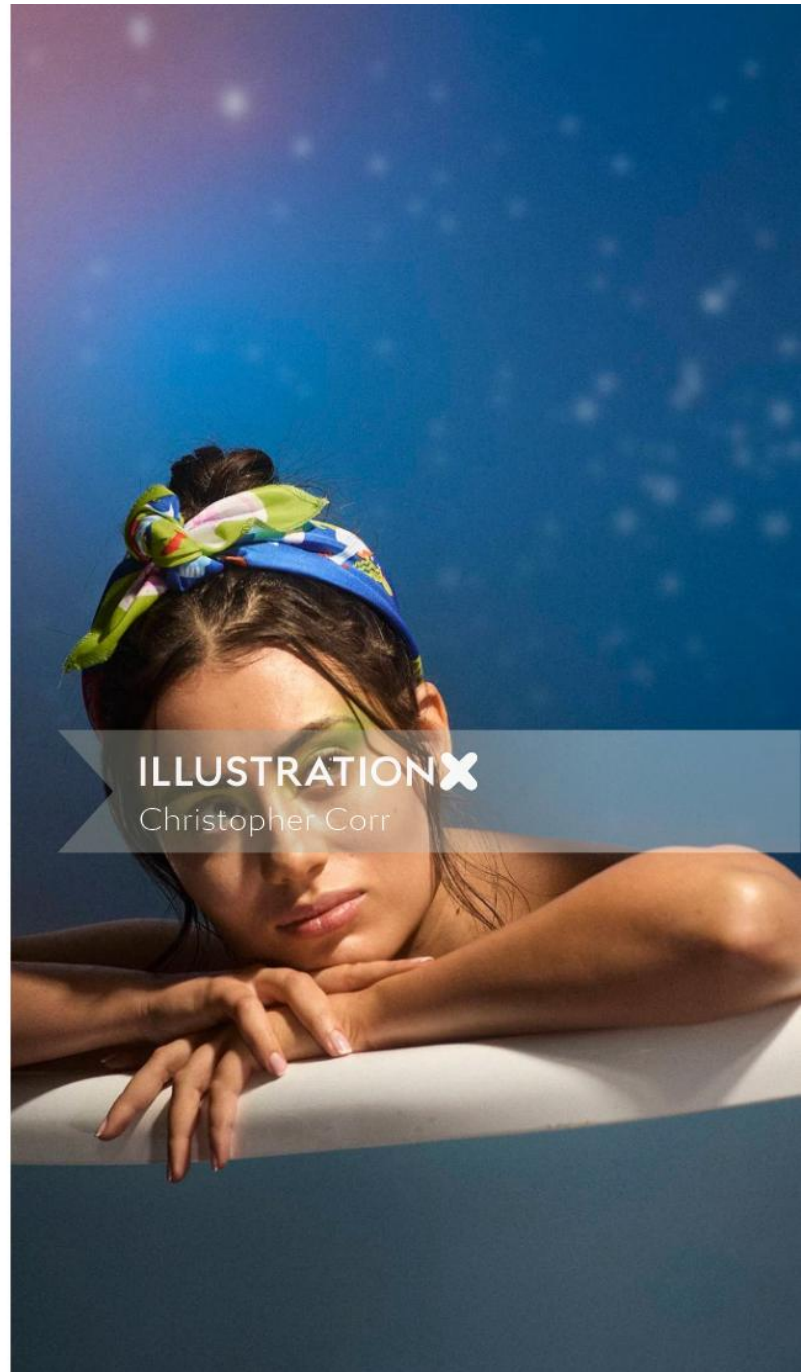
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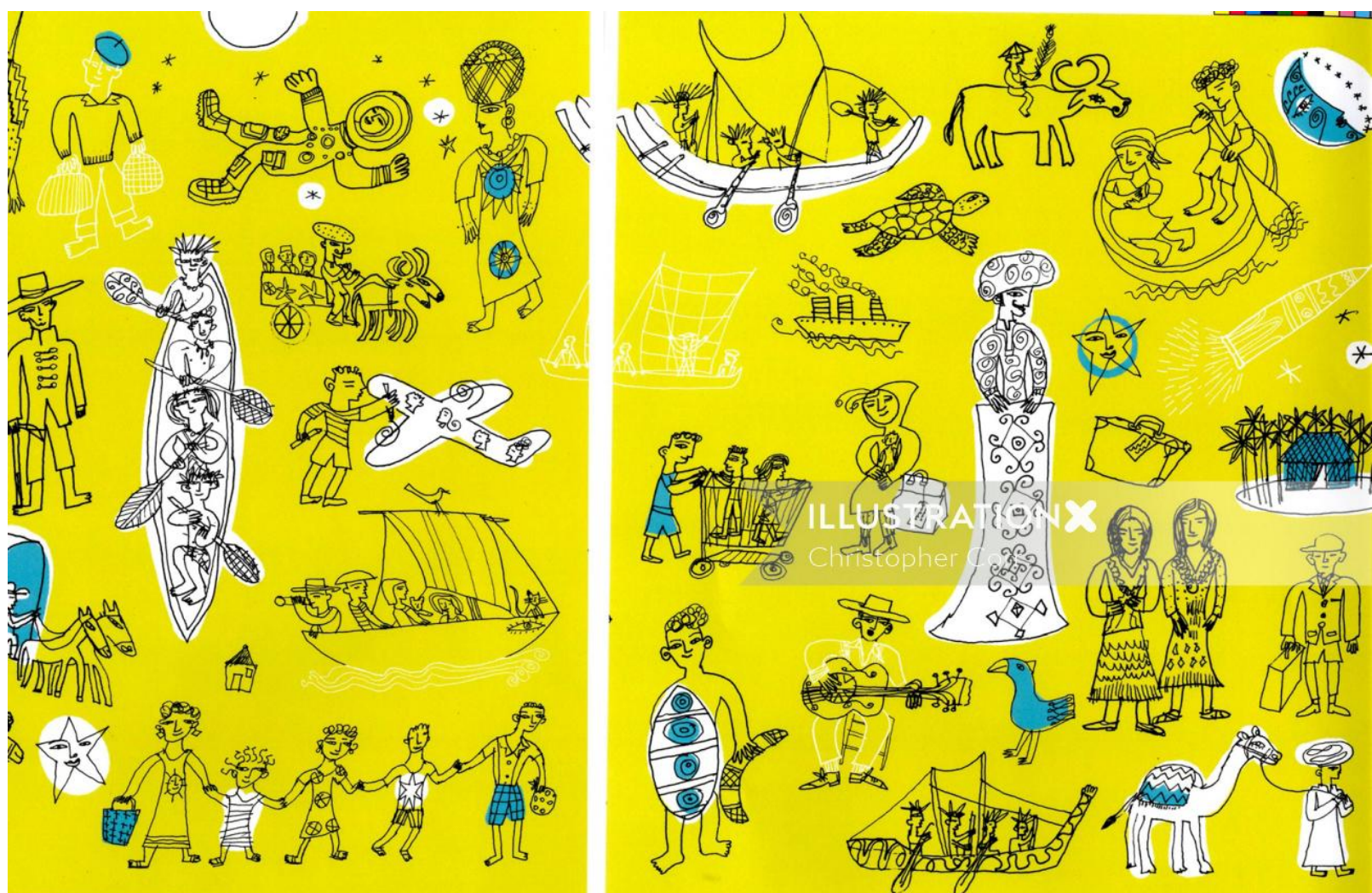
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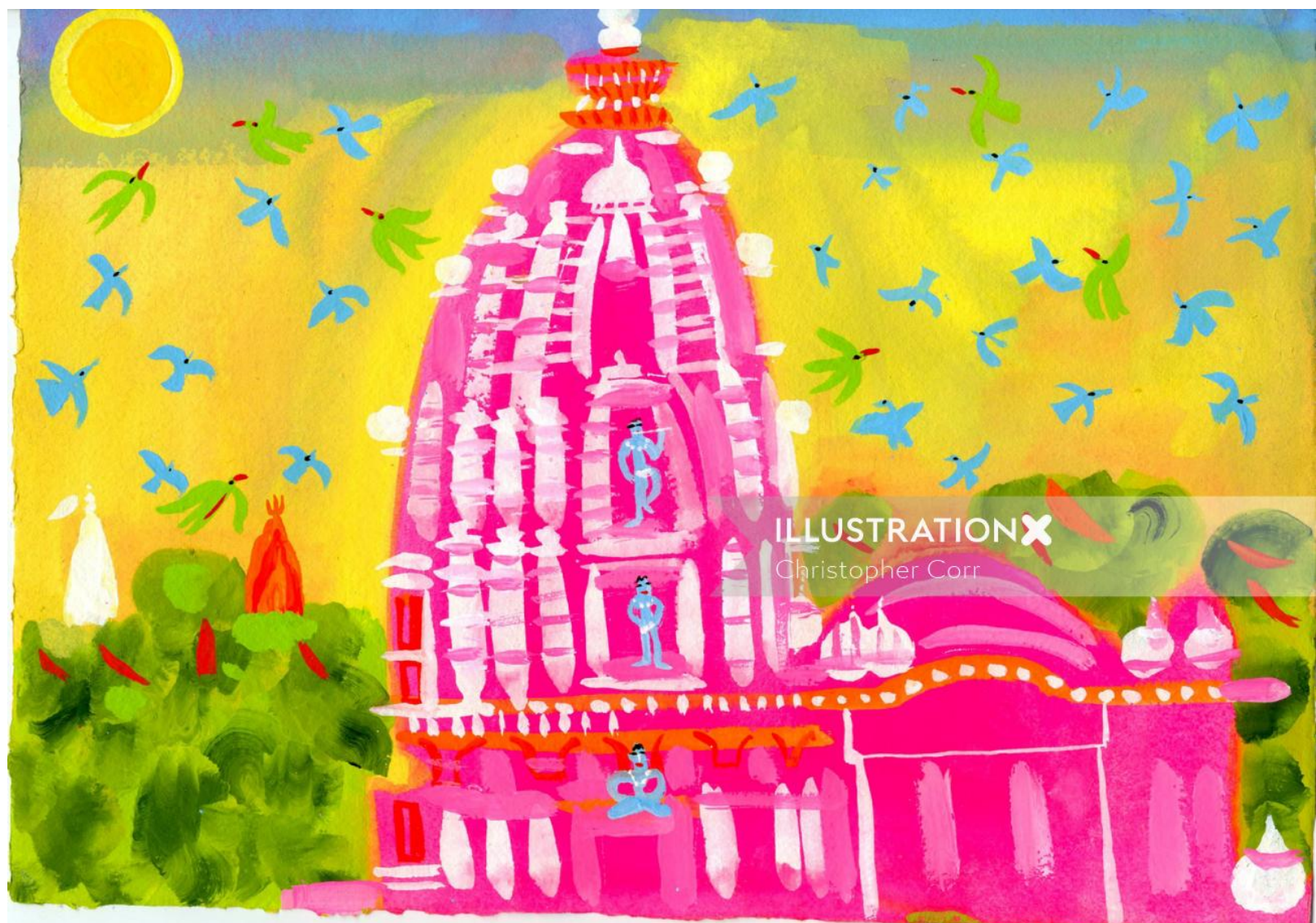
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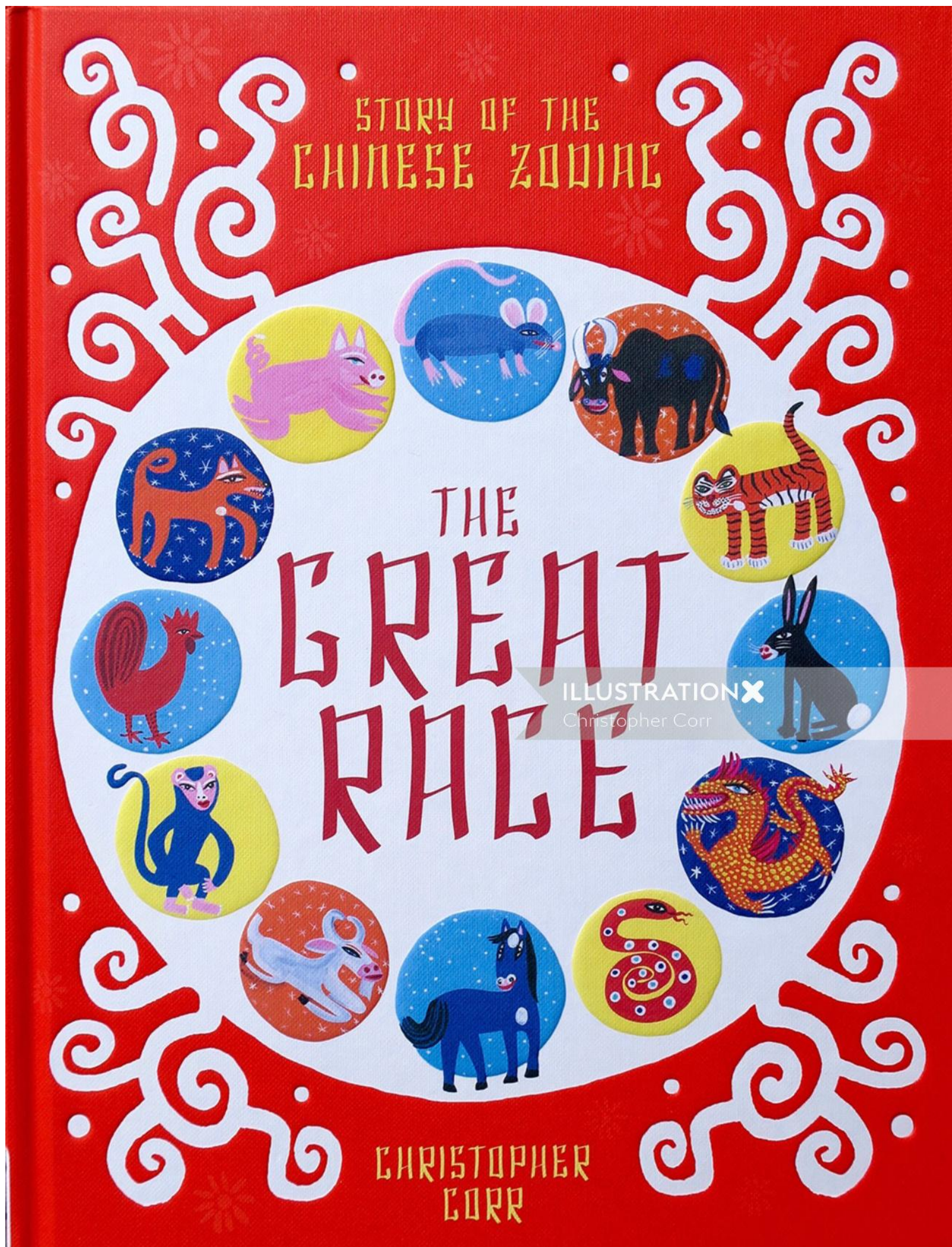
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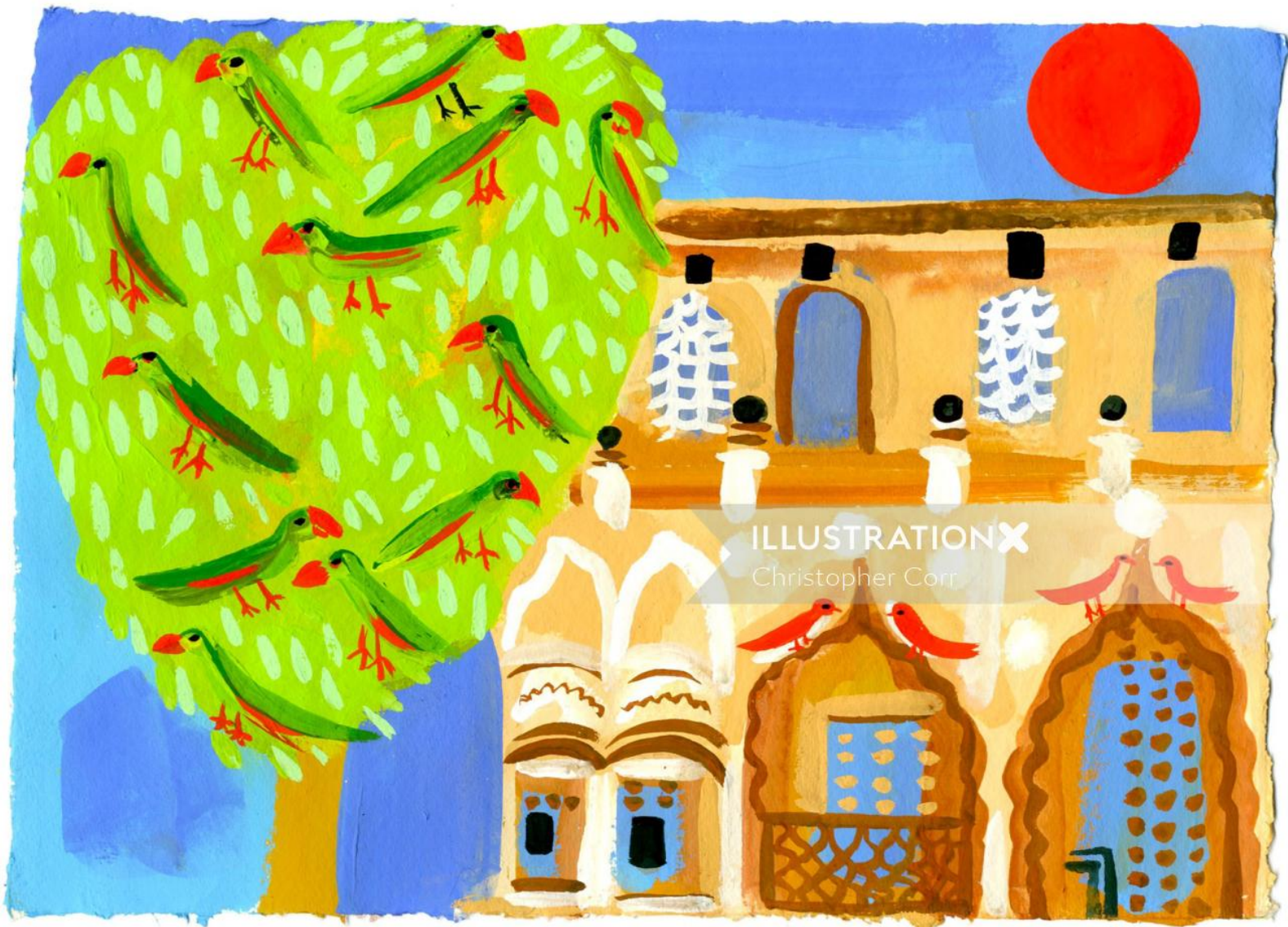
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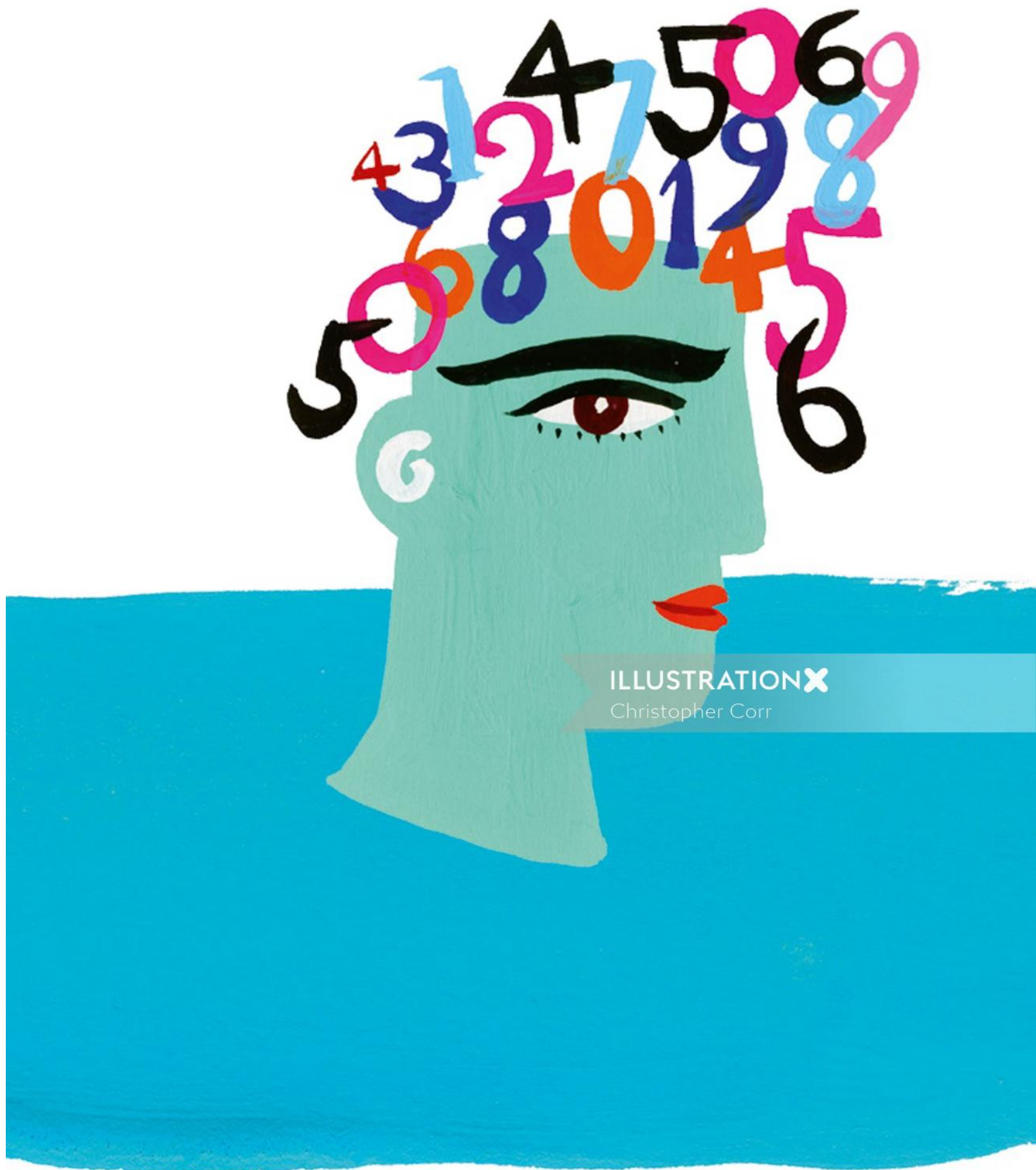
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Long ago, in very ancient China, there were no years, or days, or hours.
The sun rose and fell without anyone knowing how much time
had passed, as there was no way of telling.

One day, the Jade Emperor realized that he did not know how old
he was. "We must have a way of measuring time!"
he thought.

So he gathered all the animals in the kingdom together and said,
"Tomorrow there will be a Great Race! The first twelve animals to cross
the river will each have a year named after them."

All the animals wanted to win this wonderful prize.

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Need advice?

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