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Excerpt from *Multi-taskers under Threat*

The Monitor Group, which was founded by management guru Michael Porter, is another example of a conglomerate of companies. Through various forms of ownership, alongside its consultancy, Monitor has an investment bank and a venture capital business. The idea is that the businesses act as levers for one another, with the consultancy operation as the connecting link.

“The peripheral operations are at least as important to us as the strategy consultancy. But the strategy part is a wonderful way of building up a network, understanding trends and markets. The consultancy enables us to be in touch with the market. It’s also a good way of building up relations with clients,” explains Staffan Canbäck, consultant and Monitor Nordic’s boss.