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## PwC Named a Leader in Worldwide Strategy Consulting Services in IDC MarketScape Report

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Bangkok--22 Aug--PwC Thailand

PwC was named a leader in the IDC MarketScape: Worldwide Strategy Consulting Services 2014 Vendor Assessment report. According to the report, "clients indicate they consider PwC to be better than many of its peers at maximising the value of a project and integrating its project team with the client's."

Tony Poulter, PwC Global Consulting Leader, commented: "We're pleased with this recognition by IDC of our worldwide strategy consulting capabilities."

"As one of the world's largest consulting businesses, we are uniquely positioned to help organisations meet the challenges of today's evolving global business environment, turning innovative ideas into actionable results."

The IDC MarketScape report states that "in strategy consulting, PwC is considered to be among the best at delivering value-creating innovation and leveraging local and global staff appropriately."

Derek Kidley, CEO, PwC South East Asia Consulting, added: "PwC's strategic approach to consulting helps our clients make transformative, innovative changes to their organisation that can enhance competitive advantage, support growth, and increase profitability."

"This recognition by IDC reflects our commitment to our clients and our proven strength in consulting achieved through both organic and inorganic growth, and, in particular, our game-changing combination with Strategy& (formerly Booz & Company). Our industry-focused approach and global reach enable us to help organisations transform their business, from strategy through execution."

According to IDC's analysis and buyer perception, "PwC and Strategy&'s approach involves using insights derived from data, testing, and learning along the way and includes all of the key stakeholders; the resulting strategy becomes a living, evolving model that helps the organisation adapt rapidly to changes in the environment, as it develops and strengthens new capabilities. The resulting outcome is one of the best, most insightful and differentiated strategies."

For more information about PwC's strategy consulting services, visit: [www.pwc.com/consulting](http://www.pwc.com/consulting).  
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