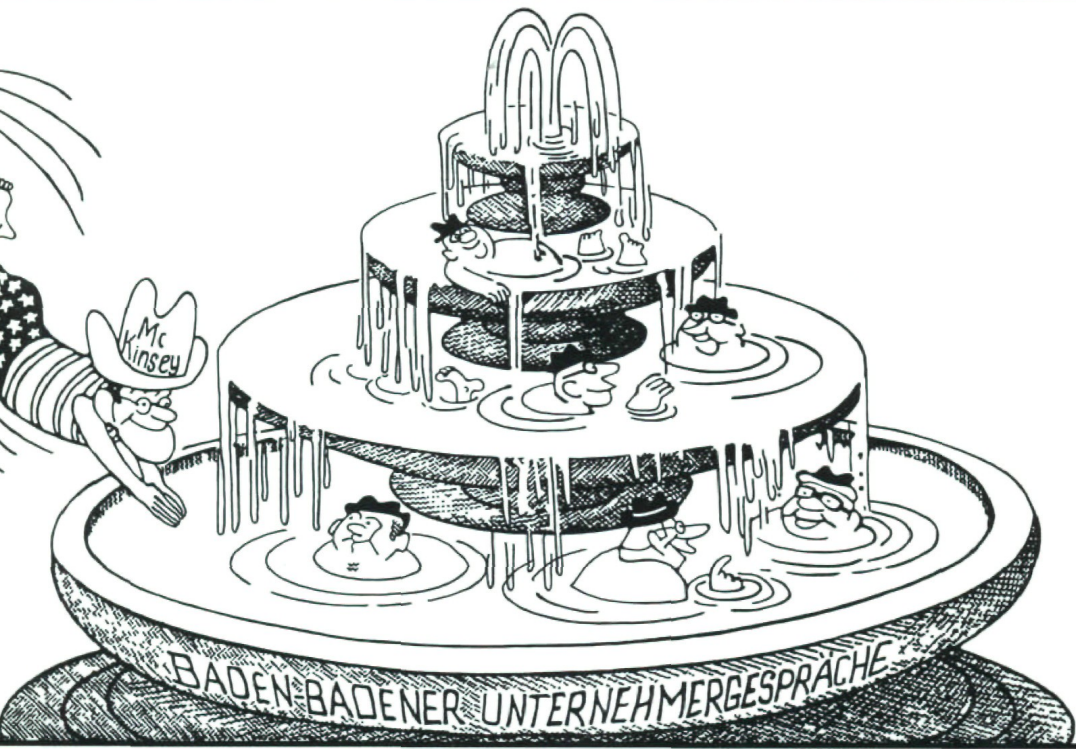


# *Business History Review*

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*Cover: McKinsey & Co. entered the German consultancy market in the mid-1960s. One of the major reasons for its subsequent success was the ability to establish close relationships with leading German executives. In the cartoon, the fountain represents the spa town of Baden-Baden where top managers of the major German companies met on a regular basis. See article by Matthias Kipping, beginning on page 190. (The cartoon was first published in *Industriekurier*, 21 Feb. 1970. Permission to reproduce it was granted by the cartoonist, Mr. Klaus Pielert.)*

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