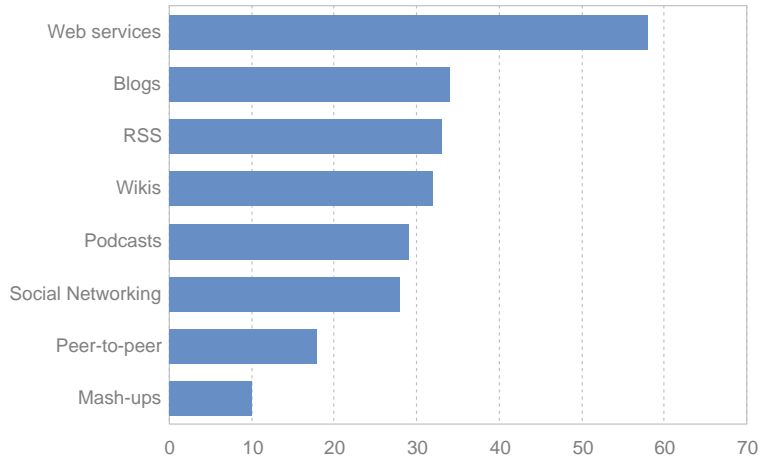


## How Web 2.0 Is Being Used

Is your company currently using any of these Web 2.0 technologies? (% of respondents, 2008)



Source: The McKinsey Quarterly