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- How important is insurance to the Fortune 5000?
- Total Premium Paid in 2004 = \$250 billion
- Total Coverage Secured (Property and Liability) = \$46 trillion
- Total Assets = \$118 trillion
- 39% of the Fortune 5000's assets are protected by the people in this room.

ADVISEN Insight for
Insurance
Professionals

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Microsoft Corporation 1978



Bill Gates 2005

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- Three Fundamental Principles
 - Client Advocacy
 - Transparency
 - Innovation

- The New Model
 - Manufacturing
 - Distribution
 - Service