

## **PRESS RELEASE**

**Date: 7<sup>th</sup> February 2017**

# **IBM surges ahead in thought leadership rankings**

***White Space publishes top five leading producers of high quality thought leadership in the global consulting industry during the second half of 2016***

IBM retains its position at the top of the [White Space Thought Leadership Rankings](#) through consistently publishing high quality content. IBM beats its competitors on appeal, resilience, and prompting action, while Deloitte (who ranked second overall) leads the way on differentiation.

This White Space bi-annual report, compiled by Source Global Research, ranks twenty-three global consulting firms based on four evaluation criteria (resilience, differentiation, appeal, and prompting action). Following IBM and Deloitte, are Oliver Wyman (no 3), PwC (no 4) and EY (no 5). This top five are the leading producers of high quality thought leadership in the global consulting industry during the second half of 2016.

Rachel Ainsworth, Head of Thought Leadership Strategies and Solutions from Source Global Research highlights that many firms fail to provide evidence for their point of view, by saying: *“All this talk of a “post-truth world” has left us particularly sensitive to how firms are evidencing and convincing readers and viewers of their point of view. Despite examples set elsewhere in society, it strikes us as naïve, and possibly arrogant, to assume that simply having a firm’s name associated with a piece of content is enough to make the views expressed in that content convincing and believable. Yet this approach is one taken by too many firms.”*

The White Space portal includes thought leadership from the world’s leading consulting firms, all categorised and searchable by service, sector and geography. In addition to White Space ratings reports, users are offered research and guidance on how to create impactful thought leadership.

For more information on Source reports contact [alice.noyelle@sourceglobalresearch.com](mailto:alice.noyelle@sourceglobalresearch.com) or telephone +44 (0)20 3795 2668/visit [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)

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**About Source Global Research**

Source Global Research (Source) is a leading provider of information about the market for management consulting. Set up in 2007 and with offices in London and Dubai, Source serves both consulting firms and their clients with expert analysis, research and reporting. We draw not only on our extensive in-house experience, but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency and transparency.

Source was founded by Fiona Czerniawska and Joy Burnford. Fiona is one of the world's leading experts on the consulting industry. She has written [numerous books](#) on the industry including: [The Intelligent Client](#) and *The Economist* books, [Business Consulting: A Guide to How it Works and How to Make it Work](#) and [Buying Professional Services](#). Joy Burnford was Marketing and Operations Director at the UK Management Consultancies Association between 2003 and 2010, and prior to that worked for PA Consulting Group and has extensive experience of marketing consulting services. For further information please visit: [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)