The Accenture Award is given each year to the author (or authors) of the article published in the preceding volume of the California Management Review that has made the most important contribution to improving the practice of management. Articles are initially judged by CMR's editorial board. The final selection is made by a distinguished panel of senior executives. Articles are judged on their contribution to the study and practice of contemporary management, their originality and relevance to current issues in management, and their clarity of style and expression.