

TALENT HUNT

A Stable of Execs-to-Go

Hollywood has talent agencies. Now the corporate world has one, too: the Business Talent Group. Billing itself as an "executive talent agency," BTG is at the forefront of what management types call the talent-on-demand business. This is the future, writes Peter Cappelli, a Wharton management professor.

Venture capitalists have long kept executives on ice, ready for the next startup. Now, thanks to a volatile global economy and quick-silver business trends, companies also need to tap talent on a flexible, real-time basis. BTG's 500-plus seasoned executives can be placed within five days. The company charges a percentage of salary for the duration of employment, so it's pay as you go.

So far, BTG's stars have ended up at places like Silver Lake Capital, Fox Mobile, Dun & Bradstreet, Novartis, National Geographic, and MOCA. Does this make BTG's CEO, Jody Greenstone Miller — formerly of Maveron Capital and Walt Disney — the corporate version of *Entourage* uber-agent Ari Gold?

Michelle Conlin

The McGraw-Hill Companies

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CREDIT ON THE EDGE

The party was paid for with credit cards. The hangover will be a whopper **033**

MICROSOFT & YAHOO:
 WILL THEY CLICK? **026**

SECURING THE BORDER

A view from the
 "virtual fence" **044**



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