

Failures, though relatively uncommon, do occur from time to time. Common to each has been a shortcoming in quality, a schedule slip, or a lack of project direction. In many instances, EA's deployment of internal resources, for the sake of managing the project through a "hands-on" exercise, has remedied the situation.

Investment

People are by far the top priority of investment for EA. Second to this is the company's investment in technology.

The company, with almost \$3 billion in annual revenues, in 2004, is financial strong. Therefore, EA typically self-finance all projects.

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