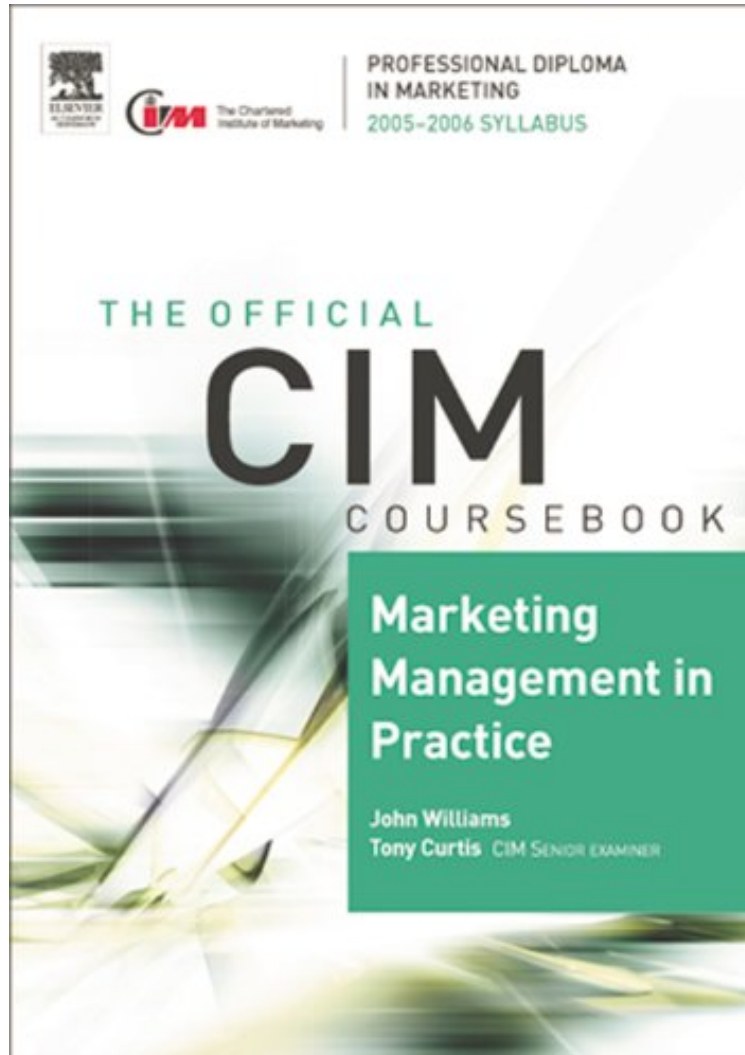


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## CIM Coursebook 05/06 Marketing Management in Practice

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About the Author John Williams has taught leadership and management in a number of universities and undertaken a variety of research and consultancy projects with a diverse range of clients in the public and private sectors. His teaching and examining experience spans the range from Advanced Certificate and Diploma to Doctoral level In the course of his career he has worked in several countries in North America and Europe.