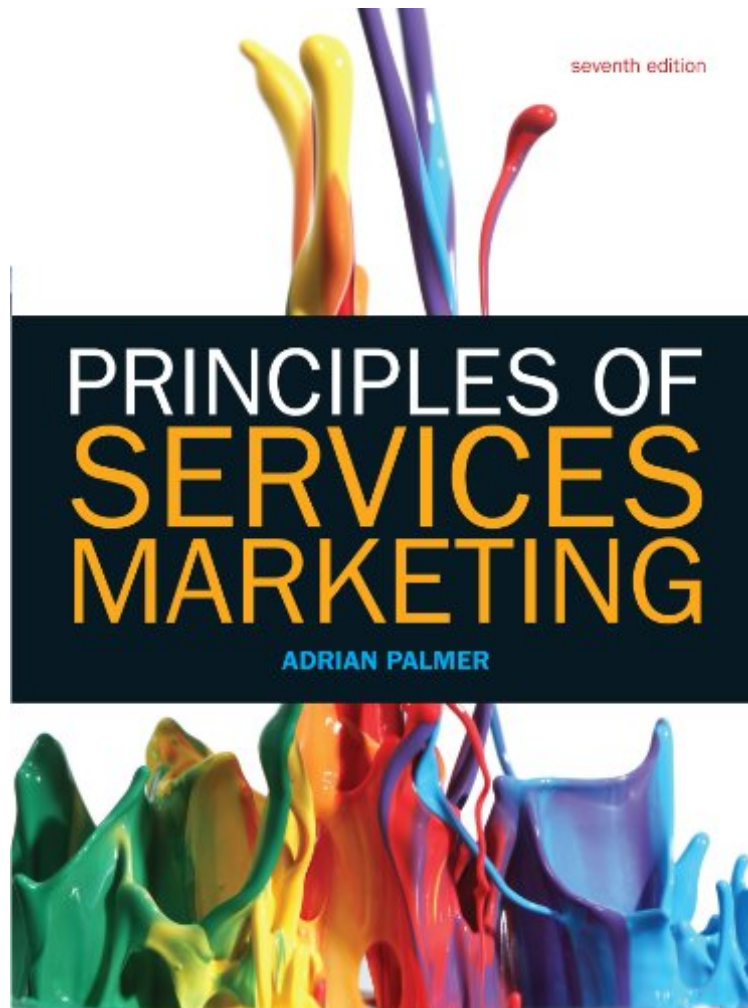


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About the Author Adrian Palmer is Professor of Marketing at ESC Rennes, France, a Grand Ecole which has been listed in the Financials Times rankings of the World's Top 50 schools for Masters in Management programmes.