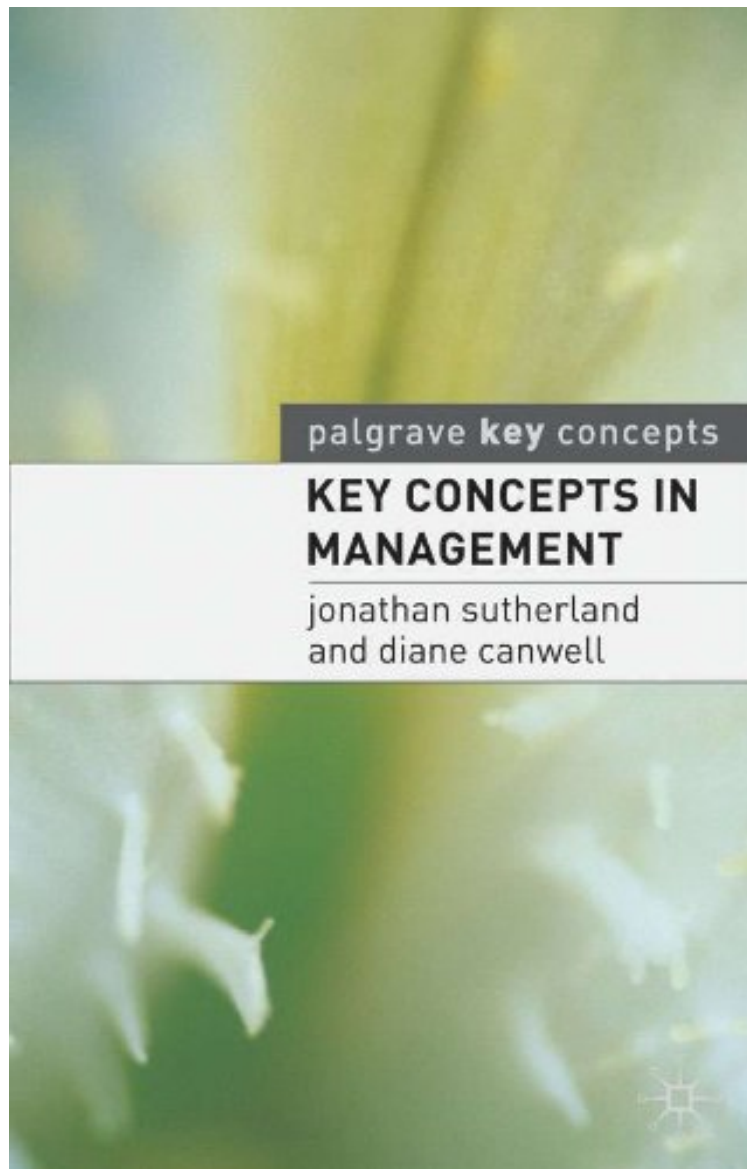


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Jonathan Sutherland, Diane Canwell
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About the Author JON SUTHERLAND and DIANE CANWELL are both experienced writers. They are the authors of a number of successful key reference and textbooks including *Marketing Campaigns* (1998), *Organisation Structures and Processes* (1997) and *Foundation Business* (1996). They are both former college lecturers specializing in business studies and are now full-time writers.