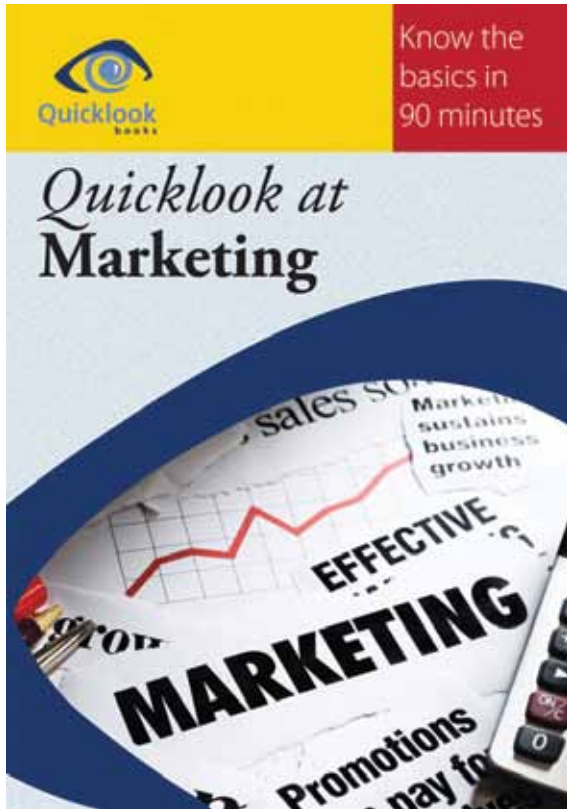




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Patrick is a prolific author of books on marketing topics. He has presented programmes on marketing and management matters on BBC TV.



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