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Craig Smith is the editor of Marketing, the UK's highest circulation weekly magazine, and PPA Weekly Business Magazine of the Year, serving the marketing and advertising industries. He has worked as a business journalist for 18 years and is a regular commentator on marketing issues to the national press and broadcast media.

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Alexander Hiam has led creative retreats for top consumer and industrial firms to facilitate innovative thinking about strategic plans, branding, naming, and product ideas. He is the author of Marketing Kit For Dummies and Business Innovation For Dummies.

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