Scenarios in Marketing
Scenarios in Marketing
From Vision to Decision

Edited by
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John Wiley & Sons, Ltd
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Paul Fifield has run his own consultancy business for over 20 years. Paul’s clients are loyal and enjoy the ‘life-long learning’ that comes with working with him. He has worked with clients in a wide range of industries. He specialises in strategy
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and is preparing the third edition of his book Marketing Strategy. His mother tongue is English, he is fluent in French and has a working knowledge of Dutch.

He holds a degree in Business Studies as well as an MBA and a PhD in Marketing Strategy, from Cranfield University. He was elected a Fellow of the Chartered Institute of Marketing (CIM) in 1988, an elected member of CIM Council 1999–2001 and the CIM International Board of Trustees 2002–2004. Paul is currently President of the CIM Southern Region, a member of the Marketing Society and a Fellow of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (FRSA).

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David lectures on the importance of brand promotion and valuation. He is the author of several books including Strategic Control of Marketing Finance and The Future of Brand Valuation. For over 10 years David has been a regular columnist for journals such as: Accountancy Age, Marketing Business and Brand Management.

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From an early age he has always been fascinated in why people behave in the ways they do and in how one could influence that behaviour. His overall personal expertise lies in consumer trends, strategic brand planning and qualitative research. His ability is to create more holistic solution-based research from this perspective.

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Gill Ringland’s career has spanned academic and industrial worlds, taking a leading edge role in physics, software and information technology, strategy and
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scenarios in turn. She has been active in five start-ups, and was responsible for building a £3-billion new business over five years for ICL.

She started to use scenarios when responsible for strategy at ICL, and as a result wrote the amazon.com bestseller Scenario Planning. She is a Liveryman of the City of London through the Information Technologists. She has a BSc, MSc, FBCS, MIEE, and is a graduate of Stanford University’s Senior Executive Program. She is a past Member of SRC’s Computing Science Committee and of Council of the Economic and Social Research Council.


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He is a Director of WCL, specialists in change management in the public and private sectors and of Nowell Stone Ltd. He has a first-class honours degree and doctorate in Economics from Sussex University. He has held posts at University of Manchester Institute of Science and Technology, The Jerusalem Institute of Management, Henley Management College, Kingston University, Surrey University and Bristol Business School. At Kingston he was Dean of the Faculty of Human Sciences. He is now a Visiting Professor at Bristol Business School.