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In this spare time, he likes to swim, travel and devour current affairs magazines.

Chris Fill is Principal Lecturer in Marketing at the University of Portsmouth. Much of his research to date has centred on aspects of marketing and corporate communication, including recent work on viral marketing, corporate branding and permission marketing.

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I don't see it useful for making a marketing strategy document or a marketing plan for a company. Further work needs to be done to link it to practice.

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## **Professor Paul Baines - Cranfield University**

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## **A One Page Marketing Plan Anyone Can Use - Small Business ...**

Paul Baines is Professor of Political Marketing at Cranfield University. He

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## Marketing Tophol

is author/co-author of more than a hundred published articles, book chapters, and books on marketing issues. Over the last 20 years, Paul's research has particularly focused on political marketing, public opinion, and propaganda.

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