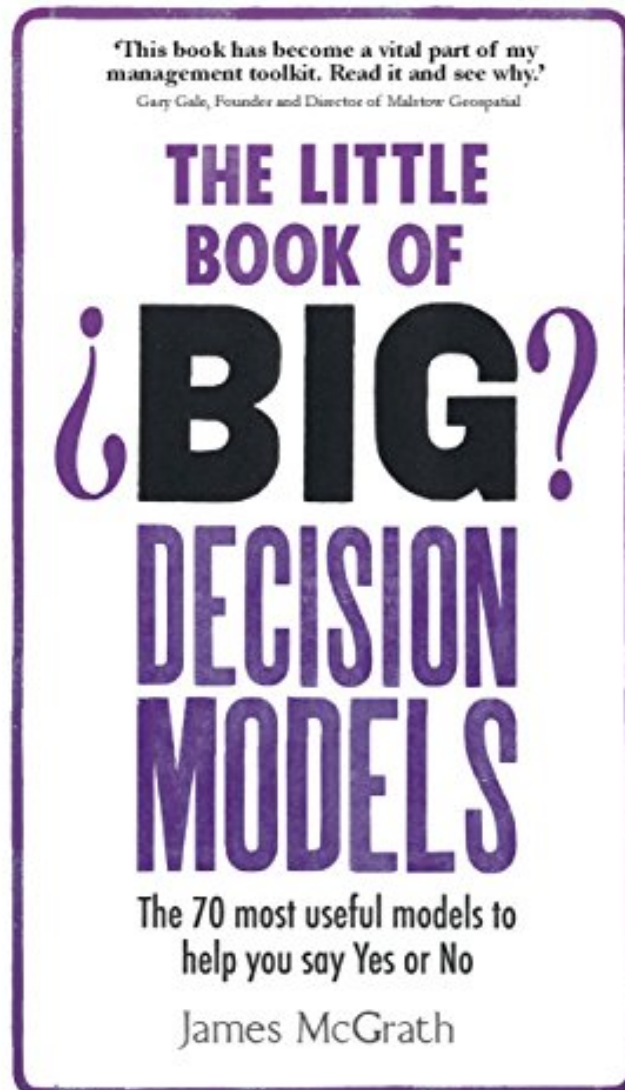


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All you need to know and how to apply it – in a nutshell. About the Author Dr. Bob Bates worked in the Civil Service for many years as a senior manager before becoming a Senior Lecturer at Birmingham City University in 1997. Throughout his career he has worked extensively with SMEs specialising in staff and management development.