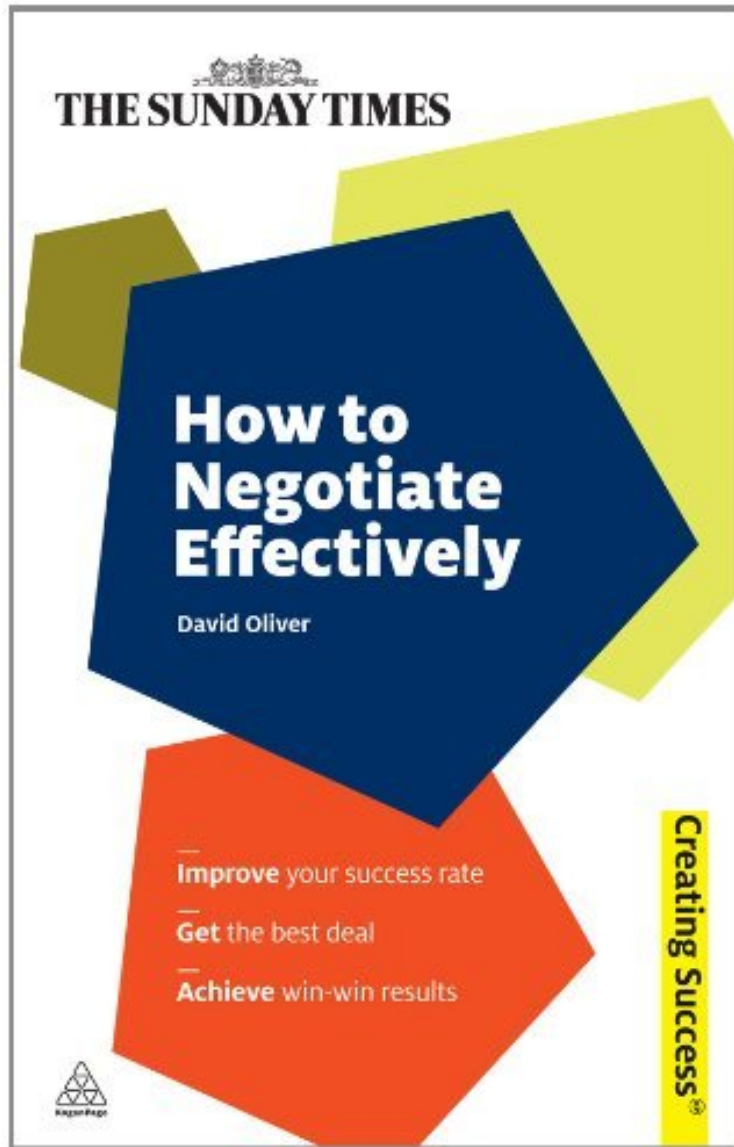


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About the Author David Oliver is Managing Director of Insight Marketing and Associate Director of the Marketing Guild. He runs seminars around the world on negotiation, professional selling skills, and practical marketing.