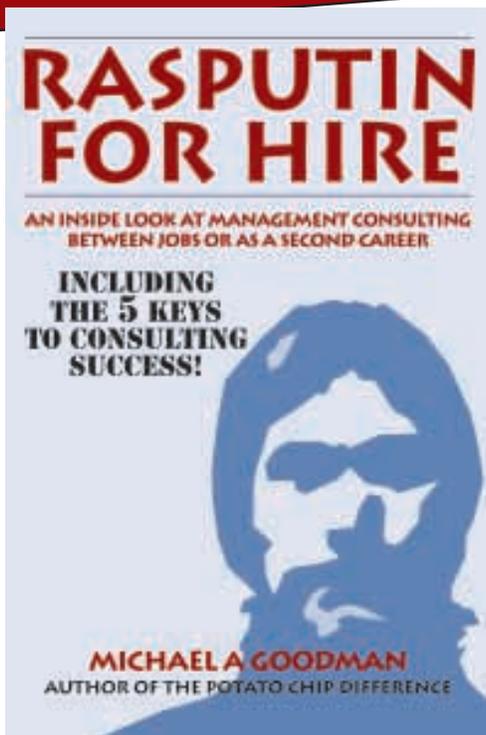


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ABOUT THE AUTHOR

Before beginning his own career as a consultant, Michael A. Goodman held senior marketing management positions at Procter & Gamble, Frito-Lay, and International Playtex. Since then, the list of clients he has served reads like a who's who of well-known global corporations in a broad range of industries and business situations.

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