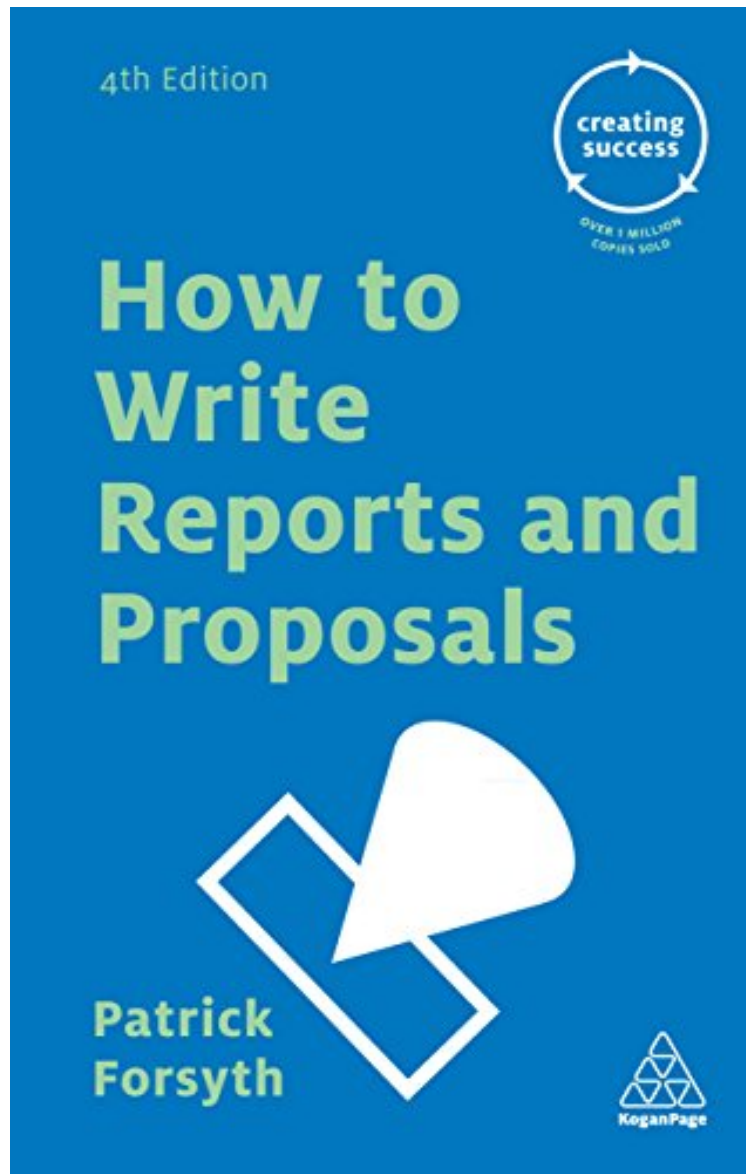


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About the Author Patrick Forsyth runs Touchstone Training Consultancy and specializes in marketing, sales and communications skills. Writing is a significant part of his own work portfolio. He is the author of more than fifty successful business books, including *Motivating Your Staff* and *Successful Time Management*. He writes regularly for a number of business journals, and for *Writing Magazine*, and devises and writes training materials.