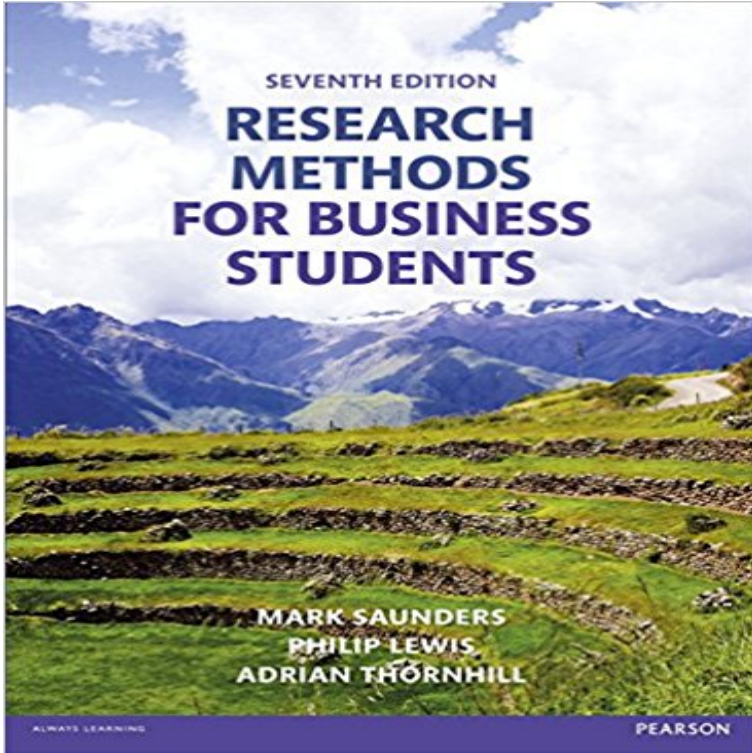


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Mark Saunders is Professor of Business Research Methods at The Surrey Business School, University of Surrey. Philip Lewis was a Principal Lecturer and Adrian Thornhill was a Head of Department, both at the University of Gloucestershire.

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