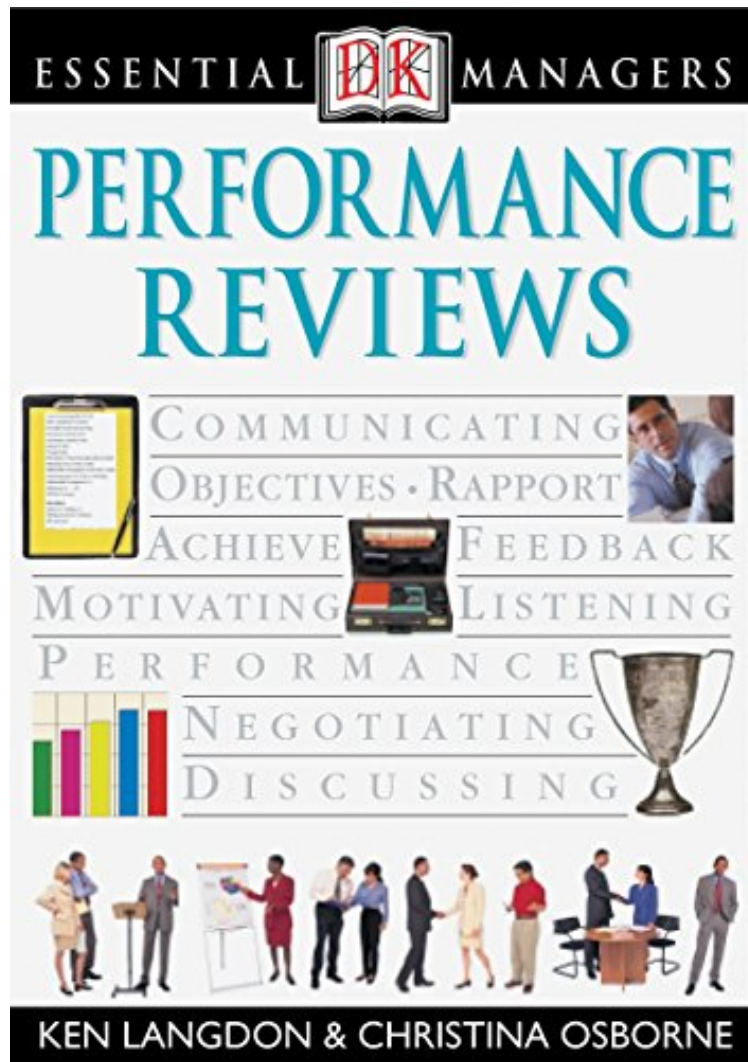


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It hits all the bases... ()About the Author Ken Langdon has a background in sales and marketing in the computing industry. As an independent consultant he has taught courses in the US, Western Europe, and Australasia, and has written several books including Key Accounts are Different and Smart Things to Know about Business Finance. Christina Osborne is a former personnel director. As chief executive of a human resources consultancy and a lecturer, she has 10 years' experience of advising public and private sector organizations on appraisal systems.