BRAND GURU JOHN SIMMONS TO DELIVER LECTURE

Mr John Simmons, editor of *Great Brand Stories* series and co-editor of *The Economist Guide to Brands and Branding*, will speak at the Singapore Management University on Thursday from 6.30pm to 7.30pm.

His talk — *Words, Brands, and Competitive Advantage* — will refer to his latest books *The Invisible Grail* and *We, Me, Them & It* published by Marshall Cavendish Business.

Admission is free and open to the public for the first 200 attendees.

The event is sponsored by Marshall Cavendish, the British Council, and the Singapore Management University.

Call 6828 0329 or visit www.marshallcavendish.com/genref for more information. — JANE CHIAPOCO