



News release: New marketing book award.

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Marketing book prize launched by marketing body and leading publisher

The Worshipful Company of Marketors (Marketors) have set up the first ever marketing book prize, sponsored by Kogan Page.

Publishers are asked to submit a maximum of two books by Friday 29th July on any aspect of marketing. These will be books published in the calendar year 2004. A panel of three independent judges will consider the submissions: Professor Merlin Stone, Business Research Leader with IBM and IBM Professor of Relationship Marketing at Bristol Business School, Professor Richard Elliott, Professor of Marketing at Warwick Business School and Former Economist publisher David Hanger, who is also immediate past Master of the Marketors.

The award consists of a cheque for £500 and a Marketors medal and certificate. It will be presented by Sir Paul Judge, the current Master of the Marketors, at the company's annual Bowden Dinner to be held in October in a City of London livery hall.

Kogan Page are Europe's leading independent publisher of business and marketing books, publishing titles such as *BRANDchild* by Martin Lindstrom, *Scoring Points: How Tesco is Winning Customer Loyalty*, by Tim Phillips, Terry Hunt and Clive Humby and *Media Monoliths* by Mark Tungate.

The Marketors is one of the modern livery companies in the City of London, having been granted full livery status in 1978. It is 90th in the roll of livery companies whose origin goes back to Anglo Saxon London. The mission of the Marketors is to be the City livery company for leaders in marketing, which is fulfilled through five aims, one of which is to encourage excellence in marketing education and practice, as illustrated by sponsorship of this award. 'The Marketors are proud to be involved in this initiative,' commented Sir Paul. 'In a thriving area of the publishing industry the introduction of this award is long overdue.'

For a copy of the Marketing Book Prize submission form, please contact Martha Fumagalli, Publicity Manager, Kogan Page, Tel 07717 473310, or email: mfumagalli@kogan-page.co.uk

For more information about the awards, please contact: Martha Fumagalli, at the above address. For more information about the Marketors please contact Keith Arundale, Middle Warden Tel 020 7804 7973, or email : keith.arundale@uk.pwc.com

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