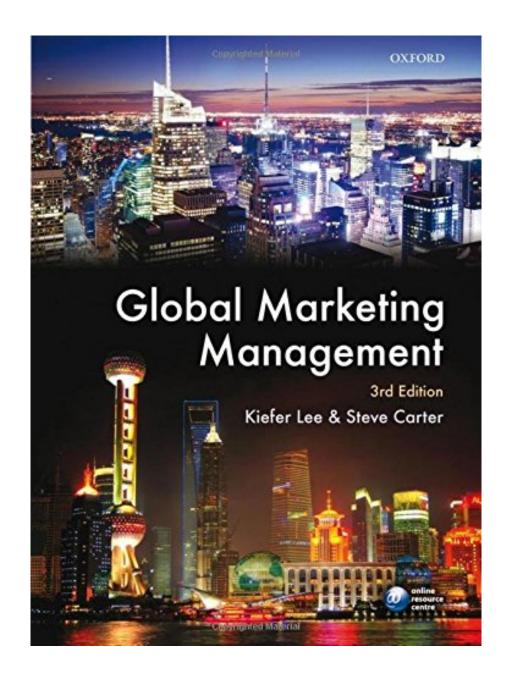


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Kiefer Lee is Senior Lecturer in Marketing, Sheffield Hallam University, prior to which he was Senior Lecturer in Marketing, University of Derby. Steve Carter is Professor of Marketing and Programme Group Manager, Full Time Computing and Masters programmes in The Derbyshire Business School,

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