

School of Management and Marketing
Seminar Notice

TITLE : **Corporate Reputations: Their Creation, Usefulness and Management**

SPEAKER : **Grahame Dowling**
Professor of Marketing
Australian Graduate School of Management

DAY/DATE : **Thursday, 1 September 2005**

TIME : 3.00p.m. - 5.00p.m.

VENUE : UniCentre Function Room 2

SMM Research Seminar Series Convenors,
John Rossiter & Karin Gannety