

TEMPORAL

BRAND CONSULTING



Dr Paul Temporal – Group Managing Director – Temporal Brand Consulting

Dr. Paul Temporal is Asia's leading global expert on brand creation, development and management with over twenty five years of experience in consulting and training. He has worked with leading companies and governments, and is well known for his practical and results-oriented approach.

Publications - Books

Dr. Temporal has published widely in many journals and media. Amongst his best selling books are:

Corporate Charisma: *How to Achieve World-class Recognition by Maximizing Your Company's Image, Brands and Culture*, co-authored with Dr. Harry Alder (Piatkus, 1998)

TEMPORAL

BRAND CONSULTING

Strategic Positioning: *Creating Growth, Generating Profits, Achieving Performance*, (Oxford University Press, 1999)

Branding In Asia: *The Creation, Development and Management of Asian Brands for the Global Market*, (John Wiley & Sons, 2000; and **Revised Edition** 2001)

Hi Tech Hi Touch Branding: *Creating Brand Power in the Age of Technology*, co-authored with K.C. Lee (John Wiley & Sons, 2001)

Romancing The Customer: *Maximizing Brand Value Through Powerful Relationship Management*, co-authored with Martin Trott, (John Wiley & Sons, 2001)

Advanced Brand Management: *From Vision to Valuation*, (John Wiley & Sons, 2002)

The 22 Immutable laws of Marketing in Asia, co-authored with Al Ries and Jack Trout, (John Wiley & Sons, 2003)

Branding for Export Q&A (Malaysian Government, Malaysia External Trade Development Corporation. 2004)

Public Sector Branding In Asia, (Marshall Cavendish International, Times Editions, 2004)

B2B Branding: *A Guide to Building Successful Business-to-Business Brands* (I.E.Singapore - Singapore Government, 2005)

Asia's Star Brands (John Wiley & Sons, 2006)

B2B Branding In Malaysia: *A Guide to Building Successful Business-to-Business Brands* (Kanyin, 2006)

Organizations for which he has consulted, both local and international, include APEC, Gulf Co-operation Council, United Arab Emirates, Governments of Canada, China, Dubai, Great Britain, Malaysia, New Zealand, and Singapore. In addition he has worked previously with the Thatcher Administration, British Civil Service, World Bank, European Community, and several African governments.

TEMPORAL

BRAND CONSULTING

Corporate clients include Coca-Cola Corporation, Microsoft, Onyx, Intel, Dubai Aluminium, Renault, Marks and Spencer, British American Tobacco, Maybank, Sime Darby Group, Standard Chartered Bank, Fraser & Neave, Flextech Holdings, Great Eastern, Motorola, JTC, iDA, Suzuki, Kao, Panasonic, TDK, National Trades Union Congress (Singapore), Raffles International Hotels, Times Publishing Group, Cerebos Asia-Pacific, Pensonic Holdings, Singapore Telecoms and many more.

He is a much sought after speaker and has been a regular contributor at major international conferences and round table events, such as those organized by The Economist Group, Business Week, UNCTAD and ASEAN.

Dr. Temporal was educated at Leeds and Oxford Universities in the UK, and holds Bachelor, Master and Doctoral degrees in Management. He also holds a degree in Economics and a post-graduate Certificate in Education. He has lectured at many of Asia's top business schools, is currently a Visiting Professor in Marketing at Shanghai Jiao Tong University, China, an Associate Fellow at Oxford University, and is a member of the editorial board of the Asia Pacific Journal of Marketing and Logistics.