

## Access to Experts



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Patrick Barwise is emeritus professor of management and marketing at London Business School and chairman of Which?, the UK's leading consumer organization. He joined LBS in 1976 after an early career at IBM and has published widely on management, marketing, media, and research methods. He is an experienced conference speaker and expert witness, having worked on commercial, tax, and competition cases in Brussels, Frankfurt, London, Paris and Washington. He has also been involved in two successful start-up businesses: the online field research company Research Now (acquired by e-Rewards in 2009) and the online brand community specialist Verve.

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