



Price: €35; US\$35

Back & Forth Graffiti 81-120 Gordon Prestoungrange

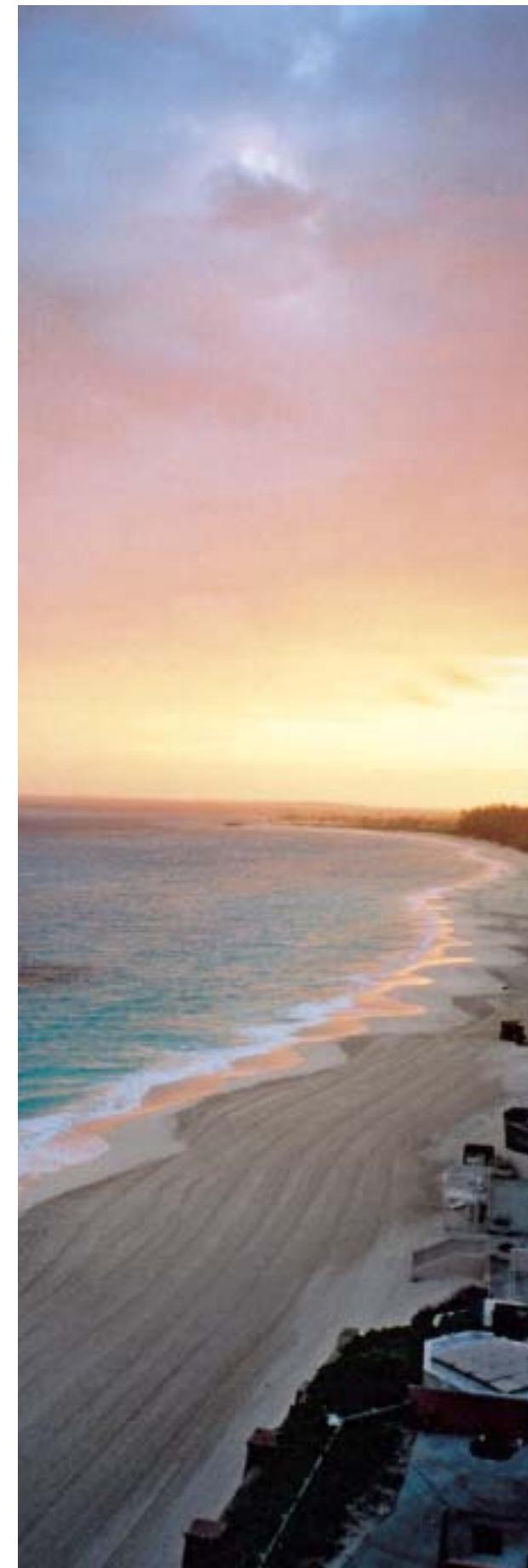


# *Back & Forth*

Graffiti 81-120

from

Gordon 'Wills' Prestoungrange





*HM The Queen and the MH Baron of Prestoungrange in Canberra with the Mediterranean behind*

Gordon Prestoungrange is Scottish Baron of Prestoungrange and a lifelong business school academic. After a brief career in marketing research and advertising with ICI and Foote Cone & Belding he joined Bradford's new technological university to launch marketing studies in 1965. He was by then already publishing his first journal *Management Decision* and in 1964 had founded the institution which was to become the International Management Centres Association (IMCA) in 1982. He was educated at Reed's School, Cobham, Mander College, Bedford and at the Universities of Reading, Exeter, Thames Valley, The Open and lastly at Cranfield where he gained his PhD in Marketing & Logistics in 1984. His career as an academic took him as a Visiting Professor to Alberta, Tulsa, Helsinki, Western Australia and Queensland Universities and to work with the UN in Cyprus and Mexico. In 1982 he became Principal of IMCA leading its introduction of Revans' inspired action learning programmes for managers. He previously served for 10 years at Cranfield University as Professor of Customer Policy and Logistics and at various stages was Chair Doctoral Studies, Continuing Education and the University's Libraries. He retired in 2002 to become International President Emeritus of IMCA.

He has been a prolific author with some 33 books to his credit and was founding editor of the *European Journal of Marketing* and the *International Journal of Physical Distribution Management*. He co-founded MCB University Press in Bradford in 1967 and as Chairman of its Electronic Publishing Initiative from 1994/1998 was responsible for leading the in-house team that made it the world's first fully internet accessible publisher. He similarly led IMCA and its US partner The Revans University of Action Learning in Colorado onto the web in 1995/1996.

He has three sons, Duncan, Mathew and Julian and lives with his wife Avril in Prestoungrange, Scotland and Milton Malsor, Northamptonshire when in Britain. He still works extensively overseas with family and friends in Canada where he is Chancellor of the Canadian School of Management. Much of his retirement is, however, devoted to social enterprise initiatives on the baronial lands.