

PAUL TEMPORAL

Dr. Paul Temporal is a leading global expert on brand creation, development and management with over thirty 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. He has featured in mainstream global media such as the New York Times, the Asian Wall Street Journal, Sunday Times of India, CNBC and multiple e-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)

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)

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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)

The Branding of MTV: Will Internet Kill the Video Star? (John Wiley & Sons, 2008)

Advanced Brand Management (Second Edition): (John Wiley & Sons 2010)

Islamic Branding and Marketing: How to build a global Islamic brand (John Wiley & Sons, 2011).

Branding for the Public Sector: Creating, Building and Managing Brands People Will Value (John Wiley & Sons, 2015)

Organisations for which he has consulted, both local and international, include ADB, APEC, ASEAN, OIC, UNCTAD, Gulf Co-operation Council (GCC), United Arab Emirates (UAE), Governments of Brunei, Canada, China, Dubai, Hong Kong, Malaysia, Oman, New Zealand, Singapore, Thailand and the United Kingdom. In addition he has worked previously with the Thatcher administration, the UK Civil Service, the World Bank, European Union (EU), and three African governments. He has also worked with many ministries, departments, statutory bodies and GLC's in Asian countries, including infocomms Development Agency (IDA) Singapore, and the Razak School of Government in Malaysia.

Corporate clients include Coca-Cola Corporation, Carlsberg, Credit Suisse, Microsoft, BP, Carlsberg, Unilever, China Construction Bank, Intel, Dubai Aluminium, Dubai World Trade Centre, Dubai Group, Dunhill, Banyan Tree Hotels and Resorts, Renault, Marks and Spencer, MTV, Capital Land, Goldman Sachs, McKinsey & Company, Maybank, Sime Darby Group, Faber Group, Opus, Ogilvy & Mather, Fleishman Hillard, Standard Chartered Bank, Fraser & Neave, Flextech Holdings, Great Eastern, Motorola, Marie Claire, JTC, Suzuki, Kao, Panasonic,

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IBTC Group, TDK, Raffles International Hotels, Singapore Technologies, Song Da Group, 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, WIEF, OIC, 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 an Associate Fellow at Green Templeton College, University of Oxford, an Associate Fellow at Saïd Business School, University of Oxford, a Visiting Professor at Peking University Business School, and a member of the editorial boards of the Asia Pacific Journal of Marketing and Logistics, and the Journal of Islamic Marketing.

Current Research and Teaching

At Saïd Business School, Executive Education Centre, University of Oxford, Dr Temporal is currently responsible for directing research projects and executive education programmes, including the Oxford Islamic Branding and Marketing Research and Education Project, and teaches Branding and International Marketing on MBA, EMBA and Executive Education programmes for governments and private sector organisations.

Much of his current work is concerned with the strategic development and branding of nations, Industries and corporations. Paul also gives lectures in the wider University of Oxford on International Branding and Marketing.