

## **Rice and Fasedemi invited to speak at international marketing seminar**

Both Andy Rice of Yellowwood Brand Architects and Andrew Fasedemi CEO of the Wisdom Keys Group have been invited to speak at an International seminar (24th July - 26th July) at the Hilton Hotel Paddington, London. The Seminar (Mind the Gap) will deal generally with Strategic Marketing and brand equity leverage in an irrational economy and has been organised by Alder Consulting based in London, England.

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