

2010 Corporate Travel Spend Reduction Plans & Tactics

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About the Authors

ABOUT ACTE

The Association of Corporate Travel Executives (ACTE) represents the global business travel industry through its international advocacy efforts, executive level educational programs, and independent industry research. ACTE's membership consists of senior travel industry executives from 82 countries representing the €463 billion business travel industry. Our members serve more than 12 million business travellers worldwide. With the support of sponsors from every major segment of the business travel industry, ACTE develops and delivers educational programs in key business centers throughout the world. ACTE has representation in Africa, Asia-Pacific, Canada, Europe, Latin America, Middle East and the United States. For more information on ACTE, please go to www.acte.org.

ABOUT KOTLER MARKETING GROUP

Kotler Marketing Group is a global consulting, research and training firm, specializing in solving sales and marketing challenges. Our philosophy is based on the work of Dr. Philip Kotler of the Northwestern University Kellogg School of Management. Dr. Kotler is widely regarded as one of the world's leading strategic marketers. For more on Kotler Marketing Group, please go to www.kotlermarketing.com

