

## BURSON-MARSTELLER

Martin Langford  
Joint Managing Director  
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Martin Langford is Burson-Marsteller's foremost authority on issues management and crisis communications in Europe, and was so recognized when he was named "1987 Public Relations Professional of the Year" by PR Week, the leading industry publication, for his outstanding work in this discipline.

Mr. Langford, who is based in London, is joint managing director of Burson-Marsteller's operations in the United Kingdom.

He is a broadly based communications professional who has worked in a number of disciplines in both Asia and Europe. He joined Burson-Marsteller in London in 1971, transferred to Hong Kong in 1973, and returned to London in 1979.

Mr. Langford is regularly sought out to counsel clients on issues relating to product liability, terrorism, product tampering and extortion. In addition, he has trained thousands of managers in Asia, Australia and Europe in media and crisis communications.

Mr. Langford is a regular speaker at the International Management Institute in Geneva, Switzerland; at the London Business School and the Institute of Marketing, London.