



BAT INDUSTRIES

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FROM: Michael Prideaux

DATE: 3rd July 1995

SUBJECT: Project Battalion
 Public Affairs

Thank you for agreeing to take part in the "drive team" for Public Affairs. Our meeting will take place on July 14th, preceded by a dinner the previous evening.

For background information I enclose the following:

1. A detailed list of questions that we need to address.
2. Assessment of BAT capabilities versus Philip Morris prepared from senior management interviews conducted by Bain & Co.
3. Existing structures within the various public affairs departments.

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