

DETECT BATTALION

DETECT BATTALION INTERVIEWS

AGENDA

- Overview
- Initial Output
 - Quantified responses



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OBJECT MATTER

SENIOR MANAGEMENT INTERVIEWS

CORPORATE AFFAIRS (1)

"Corporate affairs should be centralised"

"We need a much more centralised approach to Corporate Affairs"

"The 'mega' issues should be dealt with centrally - eg, smoking and health - and should be translated into packets for local use. There are many local variations (eg Swiss Tobacco farms) where the issues are such that the centre does not need to be bothered"

"We need clearer answers to the smoking issue. We need central clear priorities and statements. We must have a worldwide B.A.T. view"

"If anything should act from the centre, its Corporate Affairs"

SOURCE: 9.4.1 SENIOR MANAGEMENT INTERVIEWS

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J. C. BATHALON

CORPORATE AFFAIRS (2)

"Corporate Affairs must transmit a global strategy, with local reaction to specific issues"

"I need a local Corporate Affairs Director"

"We need an integrated pan-European plan on Corporate Affairs"

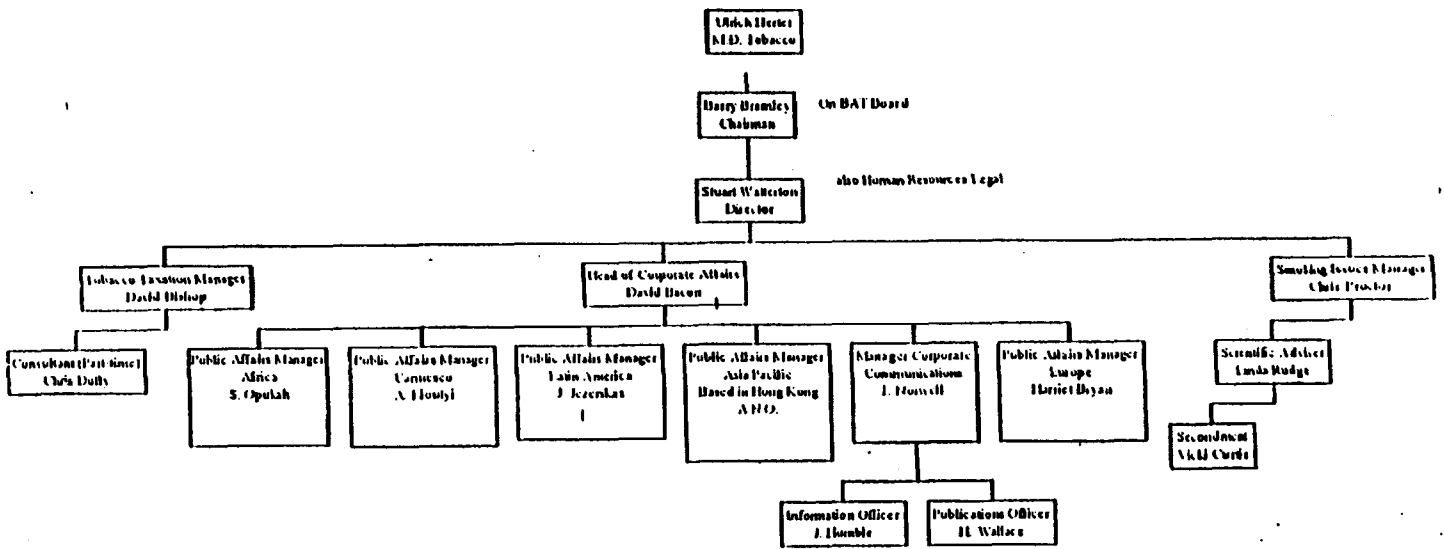
"Corporate Affairs are very necessary, but right now we are very weak. We need a lobbying system. The set up should be RBU based"

BATHALON SENIOR MANAGEMENT INTERVIEWS

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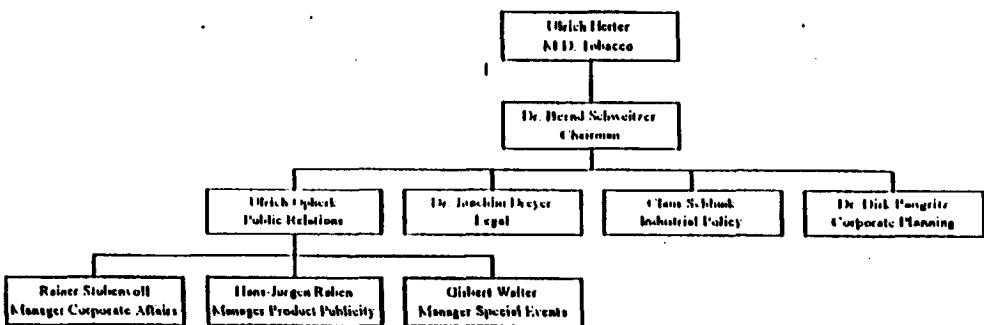
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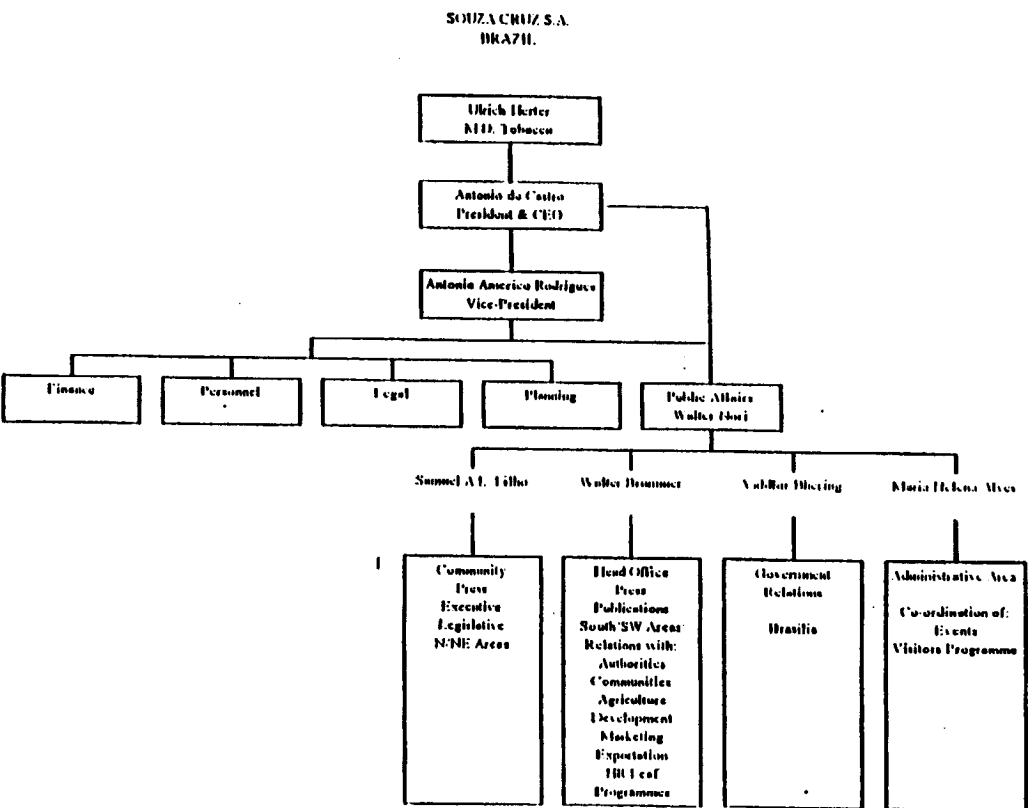
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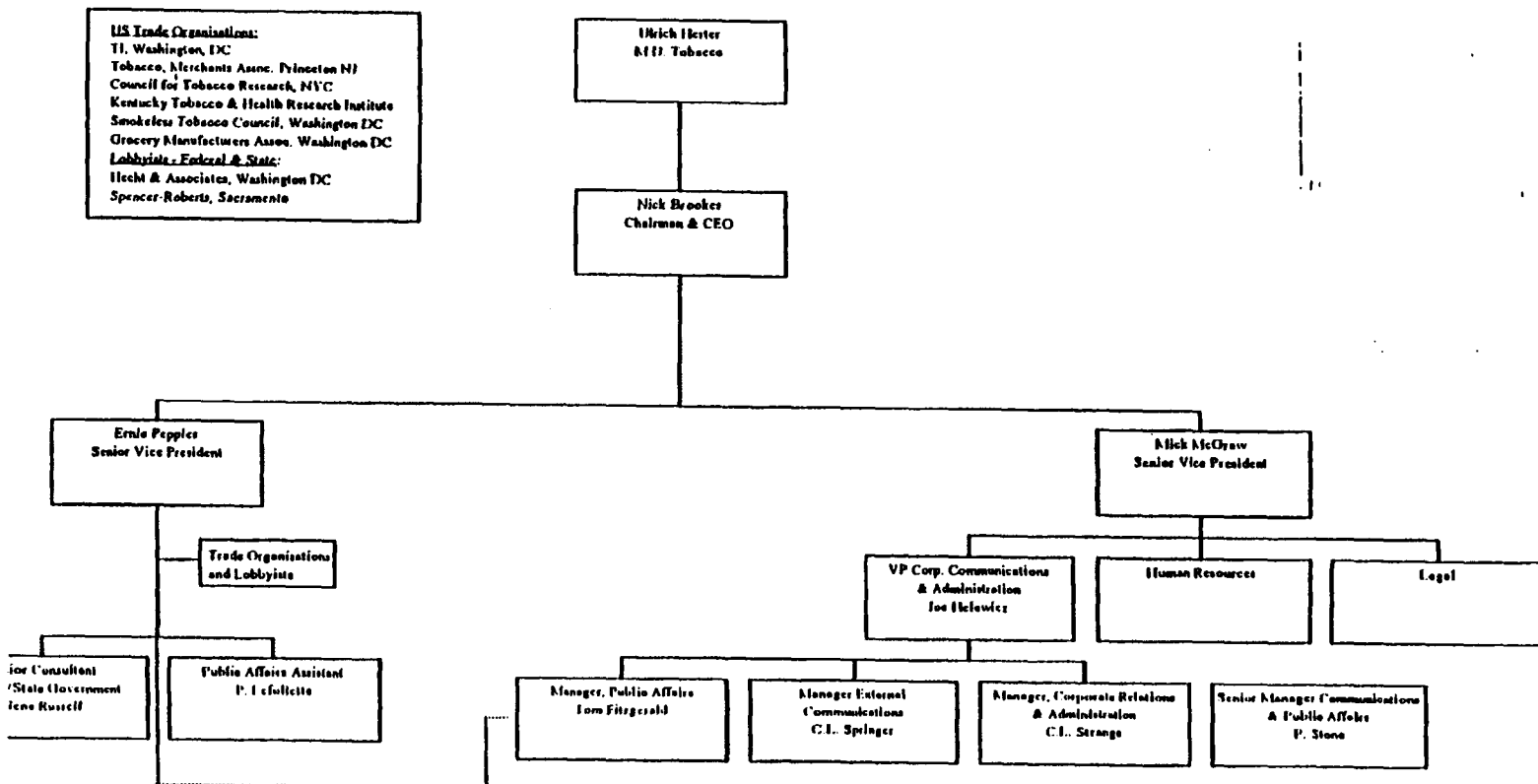
All functions incorporate elements of "Corporate Affairs"

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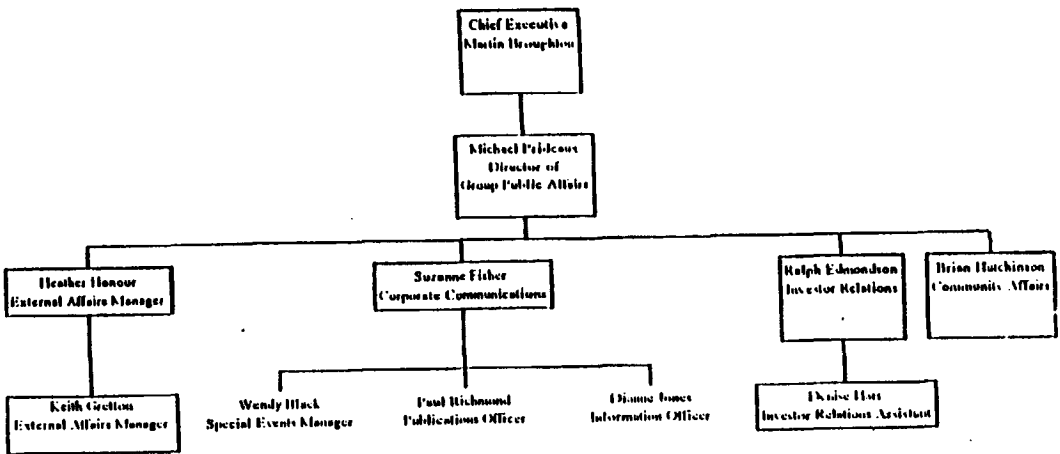
BROWN & WILLIAMSON
GOVERNMENT AFFAIRS, CORPORATE COMMUNICATIONS AND ADMINISTRATION



Tom Fitzgerald assists on such matters as tort reform and have dotted line connection as marked. Similarly, leaf VP (Randy Harrison) and Law Department each contribute to task force projects. Finally marketing (domestic and international) provide public affairs resources from time to time

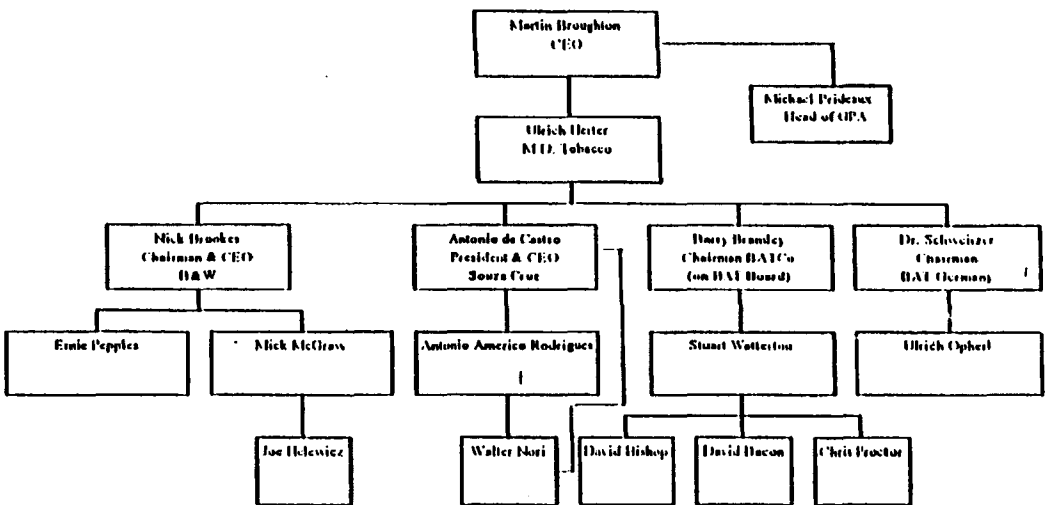
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WINDSOR HOUSE GROUP PUBLIC AFFAIRS



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PUBLIC AFFAIRS - BAT TOBACCO



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