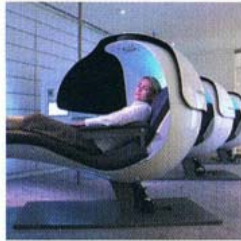


Diary

The best and the worst from the world of B2B marketing

Sleeping on the job

Finding yourself snoozy and slumberous at work as a result of burning the midnight oil is a feeling many marketers know too well – and no one understands this more than 'fatigue management solutions' company MetroNaps. It contends that midday naps are scientifically proven to improve energy, alertness, productivity and to reduce stress



(among myriad benefits) in the workplace, and are targeting businesses with its 'Fatigue Assessment and Education Programme' as

well as £7250 'EnergyPods' napping equipment to facilitate dozing on the job. Convinced? I'm sure you are. Now it's just a matter of getting the bosses to buy in...

A man for all seasons

Today's footballers are a savvy bunch. Not content with vast salaries, they also have an eye for extra-curricular sponsorship