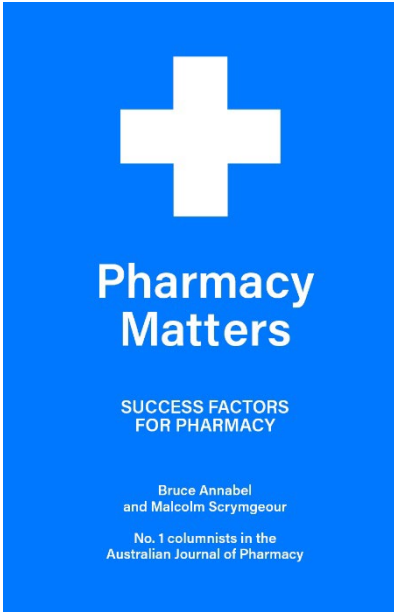


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### **About the authors:**

Bruce Annabel is well known in the Australian pharmacy industry and widely regarded as a doyen of business metrics, strategies and driving pharmacy success.

Mal Scrymgeour is a merchandise and retail executive and recognised as an inspirational and highly effective leader of people.

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