

Edinburgh Napier University awards Honorary Degree to Sales 'Guru'

Retail expert, Neil Rackham, awarded degree at Wednesday's Graduation Ceremony



Professor Rackham pioneered 'consultative selling' and has been a consultant to executives at more than 40 of the US Fortune 500 companies. He has worked with bosses at a string of leading businesses, including IBM, Xerox, Microsoft and KPMG.

Based in America, the English-born psychology graduate has also produced a series of influential titles on sales and marketing. His business writing has been translated into more than 50 languages, and he has even turned his hand to poetry and science fiction in his spare time.

Yesterday (25th Oct.) he joined hundreds of Edinburgh Napier students at a ceremony in the Usher Hall to receive an Honorary Doctorate of Business Administration.

Professor Rackham said: "I am delighted and honoured to be recognised by the university in this way. I have a deep affection for Scotland, and have enjoyed working with Edinburgh Napier over the last two years to enhance its reputation as a learning environment for professional selling at a time when sales-ready graduates are much sought after."

The other Edinburgh Napier University honorary degree recipients at this week's graduation celebrations are:

- Louise Macdonald, chief executive of award-winning charity

Young Scot, will receive an Honorary Doctorate of the University on the morning of Thursday October 26.

· Professor Sally Brown, education consultant, will receive an Honorary Doctorate of Education on the afternoon of Thursday October 26.

Professor Andrea Nolan, Principal and Vice-Chancellor of Edinburgh Napier University, said: “It is wonderful to see people who have made such a significant impact in the worlds of business and education joining our celebrations.

“Their drive, talent and enthusiasm will inspire our students as they set out to make their own mark on the world.”