

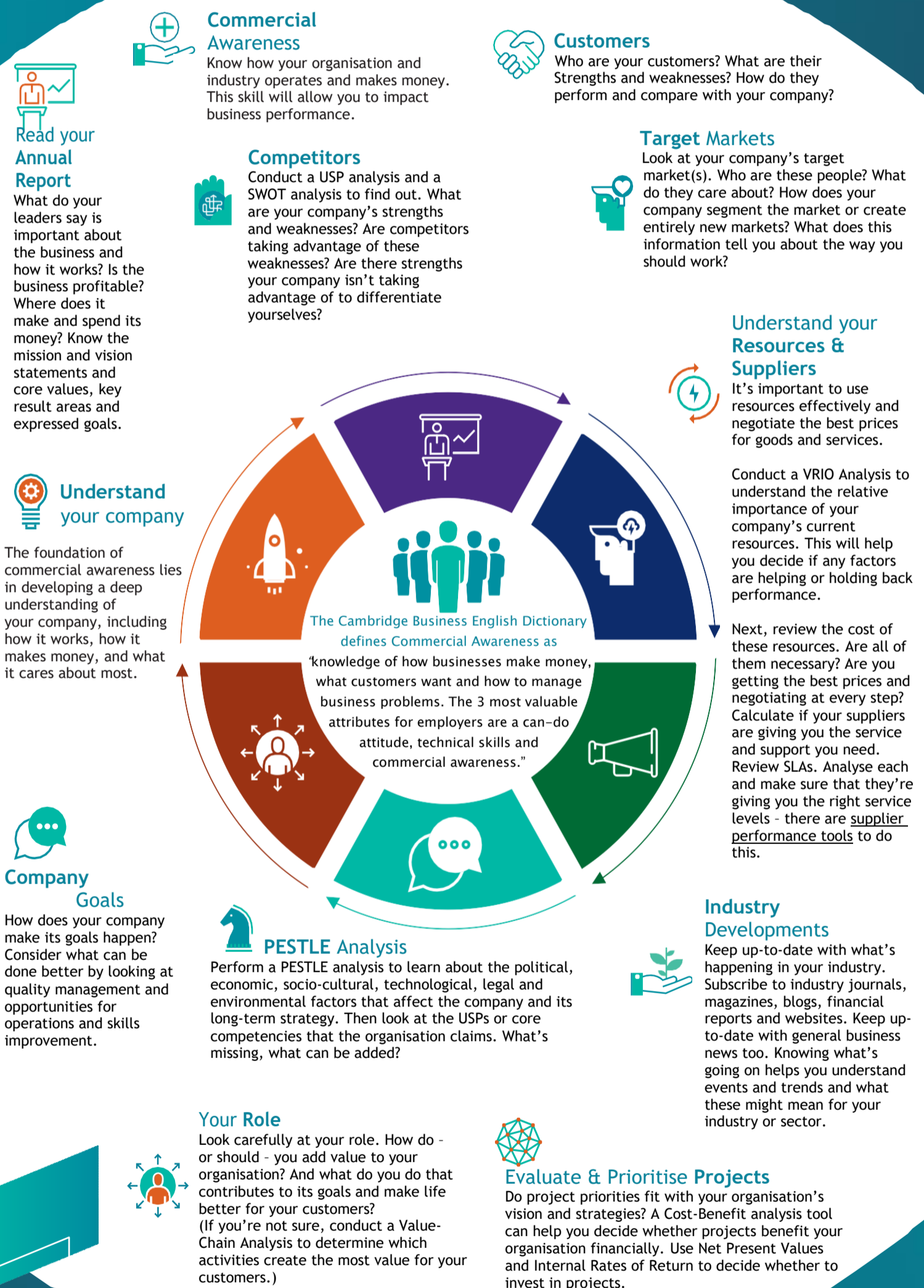
Being Commercial

A look at how to improve commercial awareness.

Purpose as a Guide

What is it to 'be commercial' and why is it so important?

This guide gives some pointers on how to improve your 'commercial acumen'.



Build Trust, Give Security

Commercial awareness helps you form robust opinions and be more agile. Be informed by the factors, influences and trends that you see around you. Get your information from reliable, objective sources, to help to ensure your judgement is sound.