



Ray Beatty

AD MAN, WRITER DIES, 68

RESPECTED *Business Daily* columnist and advertising guru Ray Beatty has died, aged 68.

Mr Beatty, who penned the popular *Marketeer* column which appeared weekly in *Business Daily*, passed away suddenly at his home on Sunday.

Since January 2006, readers turned to the *Marketeer* to take in Mr Beatty's irreverent and incisive views on the tricks and techniques that advertisers play to get consumers on-side with the latest trends.

Business Daily editor Peter Taylor said Mr Beatty's experience in the advertising industry shone through.

"Ray was a valued contributor to our team. He was a fine writer and an entertaining columnist who brought great insight to the world of marketing," he said.

"Our thoughts are with his family at this difficult time."