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Nigel Piercy BA, MA, PhD, DLitt, FCIM is Professor of Marketing and Strategy, and Associate Dean, at Warwick Business School in the University of Warwick, UK. He has also been visiting professor at Texas Christian University, the Fuqua School of Business at Duke University in North Carolina, the Columbia Graduate School of Business in New York, and at the University of California, Berkeley .

Nigel F. Piercy - ResearchGate

The analysis of Strengths and Weaknesses, and Opportunities and Threats is probably the most common and widely-recognised tool for conducting a strategic marketing audit. The authors suggest SWOT analysis has suffered from familiarity breeding contempt and that the technique is normally used very badly and to little effect. The article draws on experience of marketing planning process ...

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