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Nigel F. Piercy BA, MA, PhD, DLitt, FCIM was previously Associate Dean and Professor of Marketing and Strategy at Warwick Business School, having earlier held a chair in strategic marketing at

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Cranfield School of Management. Before Cranfield and Warwick, he held the Sir Julian Hodge Chair in Marketing and Strategy at Cardiff Business School.

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Nigel Piercy is a consultant and independent researcher, who was previously Professor of Marketing and Strategy and Associate Dean at The University of Warwick. Earlier he was professor at...

Nigel PIERCY | Consultant and independent researcher

The Academy of Marketing is sad to report the passing of Professor Nigel Piercy. Professor Piercy was a long standing member of the Academy, and Chaired the 1991 MEG conference when it was hosted by Cardiff Business School. Professor Malcolm McDonald has contributed the following. Obituary for Professor Nigel Piercy BA MA PhD DLitt

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In Memoriam - Nigel Piercy - Academy of Marketing

Nigel Piercy (Cardiff Business School and Strategic Marketing Development Unit, Marlow)

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with a clear emphasis on analysis, planning, and implementation.

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Journal of Marketing Management, 19%, 12, 135-160 Frank V. Cespedes^ Implementing Marketing and Nigel F. Piercy^ Strategy TT Center for Executive p. , t C h A This paper reviews the issue of implementation in marketing strategy" ' 2 development, adopting a perspective emphasizing issues of the

Frank V. Cespedes^ Implementing Marketing and Nigel F ...

Marketing implementation: the implications of marketing paradigm weakness for the strategy execution process NF Piercy Journal of the Academy of Marketing Science 26 (3), 222-236 , 1998

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Nigel Piercy BA, MA, PhD, DLitt, FCIM is Professor of Marketing and Strategy, and

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David W Cravens

Associate Dean, at Warwick Business School in the University of Warwick, UK.

Marketing and Strategic Management

Nigel F. Piercy was previously Professor of Marketing & Strategic Management & Associate Dean at Warwick Business School, Warwick University. John M Rudd is a Professor of Marketing and Head of the Marketing Group at Warwick Business School.

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It is apparent that the definition of marketing by Piercy focuses on greater value for the business organisation. The value is achieved through mobilisation of managers and other relevant resources. New marketing perspectives emphasise on strategic response to the demands of consumers.

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