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Brigitte Nicoulaud is Senior Teaching Fellow at Aston Business School. 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

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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...

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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 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 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 ...

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He has a number of publications in academic journals and won the Marvin Jolson award for the best contribution to sales management practice by the Journal of Personal Selling and Sales Management 2008. Nigel F. Piercy, editor Nigel F. Piercy is Professor of Marketing & Strategy and Associate Dean at Warwick Business School, The University of ...

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