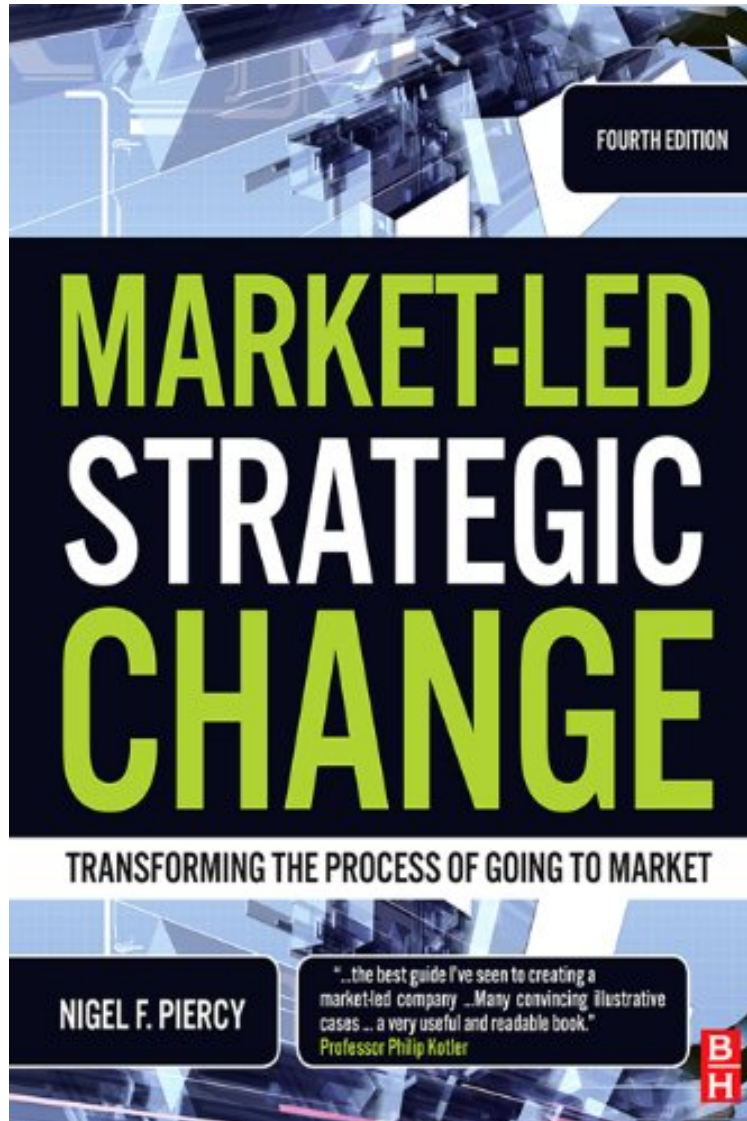


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## Market-Led Strategic Change

*Nigel Piercy*

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About the Author Nigel F. Piercy BA, MA, PhD, FCIM is Professor of Marketing and Strategy 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. He was previously Professor of Strategic Marketing and Head of the Marketing Group at Cranfield School of Management. For several years he was the Sir Julian Hodge Professor of Marketing and Strategy at Cardiff University. He has managerial experience in retailing and was in business planning with Nycomed Amersham plc. He has extensive experience as a consultant and management workshop speaker and facilitator with many organizations throughout the world, specializing in the issues of market strategy planning and implementation. Recent client companies have included: KPMG, British Telecom, Allied Dunbar, Ford Cellular, ATT, Honeywell, AIB Group, ICL, IMI, Scottish Widows, AMEY, Novar, Yellow Pages, and other smaller companies. He has worked with managers and management students in the UK, Europe, the USA, the Far East, and South Africa. He has been a Vice Chair of the American Marketing Association's Marketing Strategy Special Interest Group, and a Vice Chair with the Academy of Marketing Science. His research interests span several areas related to the development of marketing implementation strategy - such as marketing planning and budgeting, internal marketing and marketing organization - and he is currently focusing on a number of projects related to sales organization effectiveness and the sales/marketing interface. Professor Piercy has published sixteen books and has some 200 articles and papers in the management literature throughout the world. Among other awards and prizes, he was the UK Marketing Author of the Year for three years, and has published papers in the *Journal of Market*