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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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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 .

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