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*Nigel Piercy*

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**Marketing Organisation (RLE Marketing) (Routledge Library Editions: Marketing)** Nigel Piercy

Aimed primarily at the MBA student or those preparing for professional qualifications in the marketing field, this book analyses the process of decision making in marketing and the role of organisation. It examines:

- The study of the organisational location and positioning of the marketing function
- The analytical perspectives of information-processing theories of organisation
- The relationship between structure and information
- Organisational processes

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