

SPS event on 13th December at Cass Business School

The subject is: "Can we trust big data when used to formulate our strategic plans?" and the speaker is Dr Paul Fifield.

Contrary to what is often thought, management fads aren't fads because they're something new. What makes them fads is human nature and its 'herd instinct'. Managers are constantly looking for the universal 'panacea' that will solve all their ills. They know that a panacea doesn't exist but hope springs eternal. Then when they see others jumping on the latest fad...

Is 'Big Data' a genuine panacea, or simply the latest management fad? Will you get ahead by being into big data before your competitors – or will you win by not being sucked into another distraction? Maybe this needs thinking through?

About the speaker

Dr Fifield holds a degree in Business Studies as well as an MBA and a PhD in Marketing Strategy, both from Cranfield University. He was elected a Fellow of the Chartered Institute of Marketing (FCIM) in 1988, an elected member of CIM Council 1999-2001 and the CIM International Board of Trustees 2002-2004. Paul was appointed Visiting Professor at Southampton University School of Management in 2006. He is currently President of the CIM Southern Region and a Fellow of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (FRSA). Over thirty years of listening, watching, learning and applying academic and strategic thought to marketing has created a fertile mind which Paul brings to his customers, his writing and his teaching. He listens watches learns and applies the best of his vast knowledge to help his clients' organisations align themselves to the market they wish to serve. Only after 20 years is the market segmentation approach that was born out of his PhD thesis coming of age; and forming the foundations of some competitive and exciting new market strategies.

Admin details of the event

The event is at 5pm GMT on 13th December 2017 at CASS Business School, 106 Bunhill, London EC1Y 8TZ

Book through Eventbrite: - see link on SPS home page

We are running it in partnership with ASP, and using their webinar system to enable people to attend remotely who cannot get to the physical event.