

Looking for information on: **PEST analysis***

SWOT analysis

What is a PEST analysis?

part of the marketing process; it enables an organisation to assess **environmental** factors and is an integral part of marketing planning

PEST – political, economic, social and technological

**also referred to as*

STEP – social, technological, economic and political

PESTLE or PESTEL – political, economic, social, technological, environmental and legal

SWOT – strengths, weaknesses, opportunities and threats

Selected books

McDonald, Malcolm, Marketing a complete guide - 658.8 MCD

Hollensen, Svend, Marketing planning – 658.8 HOL

Adcock, Dennis, Marketing: principles & practice – 658.8 ADC

Johnson, Gerry, Exploring corporate strategy – 658.401 JOH

Thompson, John, Strategic management: awareness & change - 658.401 THO

Wilson, Richard, Strategic marketing management – 658.8 WIL

This is just a selection, others books are available within the subject areas given above.
Type subject term “PEST analysis” or “SWOT analysis” in the catalogue

Useful websites

1. Marketing Teacher

<http://marketingteacher.com/lesson-store/lesson-pest.html>

2. Tutor2u

http://tutor2u.net/business/strategy/PEST_analysis.htm

3. Quick MBA site

<http://www.quickmba.com/strategy/pest/>

4. PESTLE analysis from CIPD website

<http://www.cipd.co.uk/hr-resources/factsheets/pestle-analysis.aspx>