

### **Mcgraw Hill International Marketing 15th**

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Understanding the Entity and Its Environment 1669 internal control. The auditor's primary consideration is whether the understanding that has been obtained is sufficient to assess risks of material mis-

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King (2004) also recognised that it was tricky to track down the origins of the acronym SWOT. He cites Haberberg (2000) as stating that SWOT was a concept used by Harvard academics in the 1960s, and Turner (2002) attributing SWOT to Igor Ansoff (1987), of Ansoff's Matrix fame.

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1965 - After playing golf one Saturday during the summer, Joel Pritchard, congressman from Washington State and Bill Bell, successful businessman, returned to Pritchard's home on Bainbridge Island, WA (near Seattle) to find their families sitting around with nothing to do.

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