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Thomson Reuters – SWOT Framework Analysis

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Abstracts

Thomson Reuters Corporation is one of the leading information providers in the world today. The company, created by Thomson's acquisition of Reuters in 2008, provides information for professionals and businesses. Ranked as the "leading corporate brand" of Canada in 2010, the company operates under two segments - Professional and Markets.

The company has been on a spree of acquisitions recently, with its most recent acquisition being Highline Financial, a provider of banking data.

Aruvians Rsearch analyzes Thomson Reuters Corporation in a SWOT Framework Analysis.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.
External factors – The opportunities and threats presented by the external environment.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade companies to compile lists rather than think about what is really important in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may appear to balance strong threats.

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