

Trout On Strategy - Jack Trout

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If You Don't Have the Right Strategy, You're Toast And when you really need that perfect strategy there's only one place to turn - marketing strategy guru and bestselling author Jack Trout. For over twenty years, Trout's trailblazing insights have helped business people around the globe capture mindshare, conquer markets, and become market leaders. His bestselling books like Positioning, The New Positioning, Marketing Warfare and The 22 Immutable Laws of Marketing have solidified his reputation and in a business market where only the strong survive, we need Jack Trout's wisdom now more than ever. Strategy is all about winning and Jack Trout is all about strategy. Author: Trout, Jack Publisher: McGraw-Hill Illustration: N Language: ENG Title: Trout on Strategy Pages: 00000 (Encrypted PDF) On Sale: 2004-03-18 SKU-13/ISBN: 9780071437943 Category: Business & Economics : Strategic Planning Category: Business & Economics : Marketing - General

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