



Brands a big problem

By TE LAO TE

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 264 Publisher: Machinery Industry Pub. Date :2011-8-1. A highly competitive era. many competitors will take advantage of the occasion you make a mistake. quickly take away your business. Look at these companies mentioned in this book it - General Electric. at & t. Xerox. Miller beer. dec. Burger King . . Is it not enough to make you alert Your challenge may not come from one or two people. but a hostile group. their purpose is to overtake you. In this book, the father of Jack Trout Positioning super business failure analysis. and providing them with a cure. Error one: follow the trend - we may not be the first one. but we will become a better error two: I do not know what things are selling - a clear description of the product errors can not be three: the truth will eventually get to the bottom - believe have the highest quality products The error will eventually win four: someone else's concept - the concept by others to position themselves Error Five: We are very successful -...



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