

## Big Brands Big Trouble Lessons Learned The Hard Way

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Big Brands Big Trouble Lessons

Big Brands, Big Trouble is a no-holds-barred look at the greatest brand marketing errors of the last three decades in the United States and U.K. Unlike most books about how to be more successful by looking at the winners, this one looks primarily at the people who did it worst in order draw out the lessons for today.

Big Brands Big Trouble: Lessons Learned the Hard Way ...

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Key Lessons from "Big Brands Big Trouble" 1. Presentation takes the front seat in avoiding troubles 2. The perfect ratio 3. The switching brand practice is killing the companies

Big Brands Big Trouble PDF Summary - Jack Trout | 12min Blog

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In Big Brands, Big Trouble, Jack Trout points out their biggest missteps as well as the critical lessons that can be learned from them. In his typically no-nonsense manner, Trout--a "positioning" expert who has written numerous bestselling books on the topic and served as a consultant to several of these firms--lays out the myriad errors that caused them and other giants to lose ground in the fight for success.

Amazon.com: Big Brands Big Trouble eBook: Trout, Jack ...

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