



Differentiate or Die: Survival in Our Era of Killer Competition

By Jack Trout

Wiley. Hardcover. Book Condition: New. Hardcover. 272 pages. A newly revised and expanded edition of the revolutionary business classic, Differentiate or Die, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. Veteran marketing guru Jack Trout uses real-world examples and his own unique insight to show you how to bind customers to your products for long-term success and loyalty. This edition includes new case studies, new research, and updated examples from around the world. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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