

Big Brands Big Trouble Lessons Learned The Hard Way

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

From there, you will follow along discussions of GM's forgetting the basic lessons of segmentation that Alfred Sloan put in place (each brand having a higher price and higher perceived quality), Xerox predicting an office revolution that never occurred and missing the opportunity to become the king of laser printers, DEC ignoring the PC, AT&T moving away from communication into computers and cable, missing the chance to be "the reliable choice," Levi Strauss failing to segment for style, age ...

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Jack Trout, the "king of positioning," identifies the hard-learned lessons within household name brand blunders--ranging from Levi's to General Motors to Sears to Crest. In Big Brands Big Trouble, he gives managers and marketers the benefit of his first-hand knowledge by revealing how to avoid landmines when building or securing a lasting brand.

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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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Jack Trout -- Audio Books, Best Sellers, Author Bio ...

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