

《Jack Trout on Strategy 特伦特论战略》

书籍信息

版次：1

页数：159

字数：

印刷时间：2004年03月01日

开本：大32开

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：9780071437943

内容简介

From the bestselling coauthor of Positioning--essential tactics for success in every marketing arena

With his 1981 classic, Positioning, Jack Trout (along with coauthor Al Reis) forever changed the way marketing strategy is done. In the more than two decades since then, he has remained at the forefront of marketing and strategic thinking. Written in response to the demands by Trout fans, acolytes, and students worldwide, this book brings together the key ideas from his substantial body of work in a quick-bite format.

Trout on Strategy:

- Is an ideal introduction to the thinking of one of the century's most influential marketing innovators
- Explores Trout's major themes, including survival, perception, differentiation, and more
- Connects the dots in his major works and makes his ideas relevant to the biggest issues facing business today

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)