

Differentiate or Die



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在线阅读本书

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.

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标签

与众不同

Management

Differentiate_or_Die

评论

我个人一直不喜欢营销，比如三星每年30-40%的利润用于营销。为什么呢？因为我觉得营销已经从一个手段变成了目的了。生意的唯一目的，就是服务别人。

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书评

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