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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

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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

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firms--lays out the myriad errors that caused them and other giants to lose ground in the fight for success.

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