

Big Brands Big Trouble Lessons Learned The Hard Way

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Big Brands Big Trouble Lessons

Big Brands, Big Trouble is a no-holds-barred look at the greatest brand marketing errors of the last three decades in the United States and U.K. Unlike most books about how to be more successful by looking at the winners, this one looks primarily at the people who did it worst in order draw out the lessons for today.

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

Big Brands Big Trouble - Lessons Learned the Hard Way - Jack Trout PUBLISHER SUMMARY One of the most respected marketing gurus in the world shows why some of today's biggest brands are having trouble and how to avoid repeating their mistakes.

Big Brands Big Trouble - Lessons Learned The Hard Way

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Big brands, big trouble : lessons learned the hard way. [Jack Trout; Jeff Woodman] -- Jack Trout shows why some of today's biggest brands are having trouble and how to avoid repeating their mistakes. With the help of in-depth case studies chronicling the events leading up to the falls ...

Big brands, big trouble : lessons learned the hard way ...

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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Big Brands Big Trouble PDF Summary - Jack Trout | 12min Blog

Lessons Learned Big Brands, Big Trouble is chock full of stories of real brand-killing blunders by well-known companies, providing new insights that allow readers to learn from the mistakes of others. Lesson: "Differentiation is critical in a competitive world." In the early 1990s, AT&T had more than a 60% share of the long distance market;

Lessons Learned the Hard Way

Big Brands Big Trouble: Lessons Learned the Hard Way. ... Crest, Burger King, and other past market leaders, he identifies the ten most common mistakes that big brands make, and he develops a set of expert guidelines for marketing managers and executives on how to build, protect, manage, and expand their companies' brands and avoid brand ...

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

Acclaim for Jack Trout's BIG BRANDS,BIG TROUBLE "Big Brands, Big Trouble is a crisp indictment of marketing executives who ought to be shouldering more responsibility. It is packed with useful insights about how to manage innovation."- Clayton Christensen, author of The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail

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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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Big brands, big trouble : lessons learned the hard way ...

“Big Brands Big trouble” is a very interesting and comprehensive book. This book explains several types of popular mistakes with different big brand cases, how to select a board of directors and how to be a good CEO.

Big Brands, Big Trouble: Lessons Learned... book by Jack Trout

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Scrutinizing many of the world's most renowned companies under the microscope, Big Brands, Big Trouble provides in-depth case studies that chronicle the events leading up to the fall from grace of such mega-names as Xerox, Levi's, Miller Brewing, Digital Equipment, Burger King and many others. Read more Read less Length: 240 pages

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Amazon.com: Customer reviews: Big Brands Big Trouble

To bring the principles of finding the obvious to life, Trout finds obvious solutions to today's troubles for the likes of GM, Coke, Wal-Mart, newspapers, and the bewildering beer business. The fundamental problem is that professional marketers overlook the most obvious and effective ideas entirely, in an attempt to be

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clever or creative.

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