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becoming competitor-oriented.

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can still be found! Caveat: the work was produced in the mid 80's, using industry and company examples very familiar to Americans at that time. Some are just as familiar today; others require thinking back to that time and place to get the full value.

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Marketing Warfare: How to Use  
Military Principles to ...

This is book review on 'MARKETING  
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Marketing warfare strategies represent a type of strategy, used in commerce and marketing, that tries to draw parallels between business and warfare, and then applies the

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principles of military strategy to business situations, with competing firms considered as analogous to sides in a military conflict, and market share considered as analogous to territory in dispute. This view of marketing argues that in mature, low-growth markets, and when real GDP

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growth is negative or low, commerce  
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Marketing warfare strategies -  
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Marketing Warfare. "A business book  
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jargon." Newsweek. "Revolutionary!  
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basics of the business. It should disclose who the customers are, where business is conducted, and the products and services that will be sold.

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Twenty years ago, Marketing Warfare propelled the industry into a new, modern sensibility and a world of unprecedented profit. Now, world-renowned marketing strategists Al Ries and Jack Trout present this special 20th Anniversary Edition, featuring the latest, most powerful

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tactics and a fresh perspective on why marketing warfare is even more crucial for today's companies."

Marketing warfare (Book, 2006)  
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considered as analogous to sides in a military conflict, and market share considered as analogous to the territory which is being fought over  
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