

Big Brands Big Trouble: Lessons Learned The Hard Way By Jack Trout

By Jack Trout

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Big Brands, Big Trouble; Jack Trout is recognized as one of the world's foremost marketing strategists. Big Brands Big Trouble: Lessons Learned the Hard Way;

http://www.keynotespeakers.com/speaker_detail.php?speakerid=4459

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Books by Jack Trout -

Big Brands. Big Trouble. Lessons Learned the Hard Way. BY: Jack Trout updates and adds to a concept that he first wrote about in 1969.

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"Big Brands, Big Trouble: Lessons Learned the Hard Way" by Jack Trout. Wiley, 2001. Jack Trout is known as the "king of positioning" in the marketing world; he was

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Jack Trout - Wikipedia, the free encyclopedia -

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