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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.

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

From there, you will follow along discussions of GM's forgetting the basic lessons of segmentation that Alfred Sloan put in place (each brand having a higher price and higher perceived quality), Xerox predicting an office revolution that never occurred and missing the opportunity to become the king of laser printers, DEC ignoring the PC, AT&T moving away from communication into computers and cable, missing the chance to be "the reliable choice," Levi Strauss failing to segment for style, age ...

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Big Brands, Big Trouble: Lessons Learned the Hard Way. by. Jack Trout. 3.78 · Rating details · 254 ratings · 19 reviews. 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. It wasn't long ago that Levi-Strauss, Xerox, Crest, AT&T, Firestone, and Digital Equipment dominated their respective markets.

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

Amazon.com: Big Brands Big Trouble eBook: Trout, Jack ...

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