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Repositioning:Marketing in an Era of Competition,Change and Crisis (Chinese Edition)

Jack TroutSteve Rivkin

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This book tells you how to adjust, compete and meet with success in the current crowded market. Even though your company operates well, these advanced marketing ideas can help maintain your leading position in competition and meet no failure. You will find: Why expanding product line decreases total sales volume? Why new brand sells more than existed brand? Why reducing price is not a good method? You will know danger of face-to-face confront and value of emphasizing value. You will know that customers have a shocking amount of choices and what you can do is let them choose your brand.

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