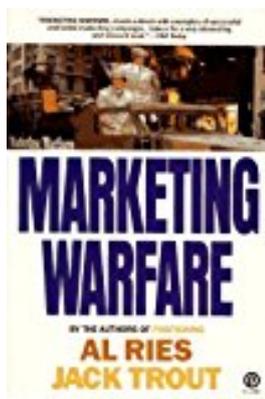


[PDF] Marketing Warfare

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Books Details:

Title: Marketing Warfare
Author: Al Ries, Jack Trout
Released: 1986-11-01
Language:
Pages: 240
ISBN: 0452258618
ISBN13: 978-0452258617
ASIN: 0452258618

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--This text refers to an alternate edition.

About the Author

Al Ries and **Jack Trout** are the authors of the seminal marketing classic *Positioning*. They are also the authors of the best-selling marketing books *Bottom-Up Marketing* and *The 22 Immutable Laws of Marketing*. Trout is the coauthor of *The New Positioning*.

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