

Differentiate Or Die Survival In Our Era Of Killer Competition Jack Trout

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The premise of Differentiate or Die is simple enough: for a brand or product to survive and thrive, it must build an identity different than its competition. This may seem obvious, but Trout describes plenty of real-world business failures resulting from not differentiating a new product from its competitors, or from a successful brand losing the difference that created their original success.

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