



## Differentiate or Die: Survival in Our Era of Killer Competition

---

By Jack Trout

Wiley. Hardcover. Book Condition: New. Hardcover. 272 pages. A newly revised and expanded edition of the revolutionary business classic, *Differentiate or Die*, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. Veteran marketing guru Jack Trout uses real-world examples and his own unique insight to show you how to bind customers to your products for long-term success and loyalty. This edition includes new case studies, new research, and updated examples from around the world. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



**READ ONLINE**  
[ 5.77 MB ]

### Reviews

*Good eBook and helpful one. It really is written in straightforward words and phrases and never confusing. I am just effortlessly could possibly get a enjoyment of looking at a published book.*

-- **Romaine Rippin**

*The book is great and fantastic. it absolutely was written very properly and beneficial. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Lyda Davis II**