

# Big Brands, Big Trouble: Lessons Learned the Hard Way

By Jack Trout

John Wiley & Sons, 2001. Hardcover. Book Condition: New. Next day dispatch from the UK (Mon-Fri). Please contact us with any queries.





## Reviews

Definitely among the best book I have got possibly study. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Olga Ledner MD

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.

-- Shayne O'Conner

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The Captain Papadopoulos Publishing Company, United Kingdom, 2012. Paperback. Book Condition: New. Brian Williamson (illustrator). 276 x 214 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*.Comic Maths: Sue (Key Stage 1, Level 1) has been created for children...