

# Market Positioning



# The New Positioning

**David M. Greer**



## **The New Positioning:**

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The New Positioning: The Latest on the World's #1 Business Strategy Jack Trout,1997-05-22 In the same right to the point no nonsense style that was a hallmark of Positioning this sequel squares off against critical marketing challenges such as how to make sure your message gets through in an era of information overload

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