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Leggi ebooks Zero concorrenti Marco De Veglia PDF, EPUB, mobi, Come fare marketing per creare un brand che "elimina i concorrenti" dalla mente del tuo cliente? Usando il Brand Positioning, la strategia che permette di individuare il messaggio che ti differenzia dai concorrenti e ti rende la scelta preferita. Questo libro spiega che cos'è il Brand Positioning e come usarlo, con esempi e un approccio pratico basato su oltre venticinque anni di esperienza. Il primo "manuale pratico del Brand Positioning", pensato per l'imprenditore e utilizzabile anche dalle aziende di piccole dimensioni, dai manager e dai liberi professionisti.

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