

Competitor Targeting: Winning the Battle for Market and Customer Share PDF



by by Ian H. Gordon : **Competitor Targeting: Winning the Battle for Market and Customer Share**

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Description :

PDF-74c68 | Powerful weapons for waging and winning the business war Most books on competitive intelligence are full of vague theoretical constructs regarding information gathering and storage. This book, on the other hand, gets right down to the nitty-gritty, with proven techniques for identifying and laying waste to a company's most serious competitors. Readers learn why going on the offensive rather than j... *Competitor Targeting: Winning the Battle for Market and Customer Share*

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