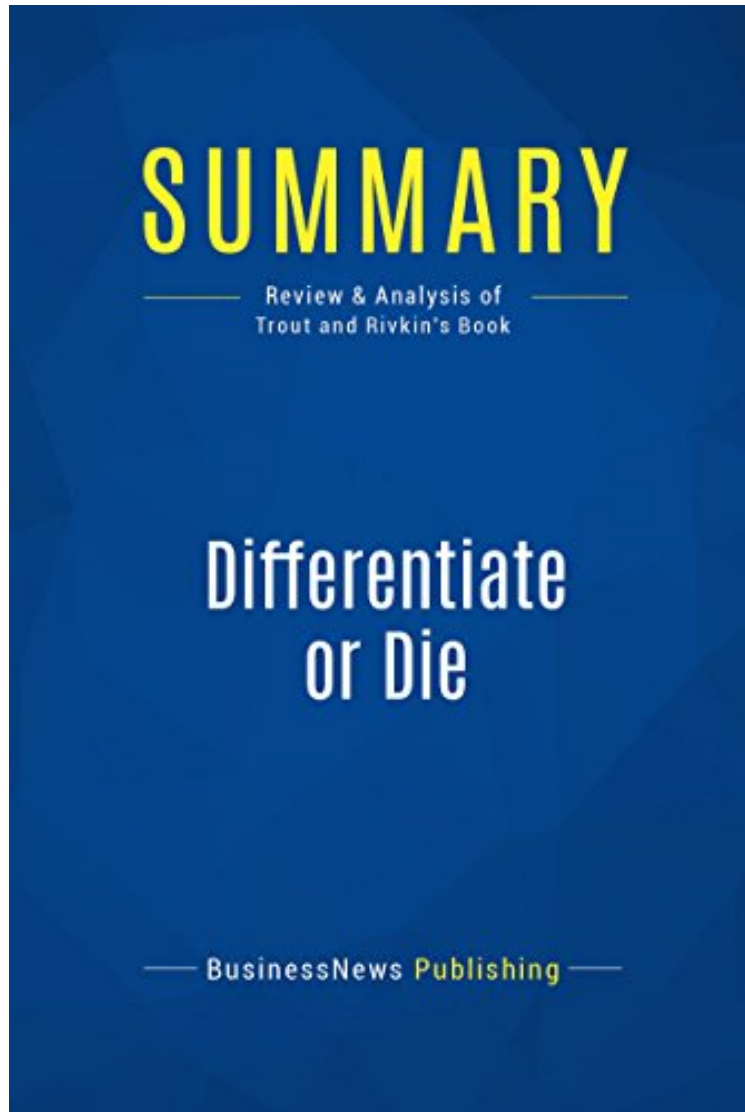


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The must-read summary of Jack Trout and Steve Rivkin's book: "Differentiate or Die: Survival in Our Era

of Killer Competitionrdquo;. This complete summary of the ideas from Jack Trout and Steve Rivkinrsquo;s book ldquo;Differentiate or Dierdquo; shows that in order to succeed, you have to stand out from the crowd. The authors explain how you can differentiate your brand and stand out from competitors by following the best practices of some of the most successful companies. By learning and applying their differentiation techniques, you can use them to reinforce your brand and give yourself a competitive advantage. Added-value of this summary: bull; Save time bull; Understand the key concepts bull; Expand your business knowledge To learn more, read ldquo;Differentiate or Dierdquo; and find out how you can differentiate your brand and stand out from the competition!