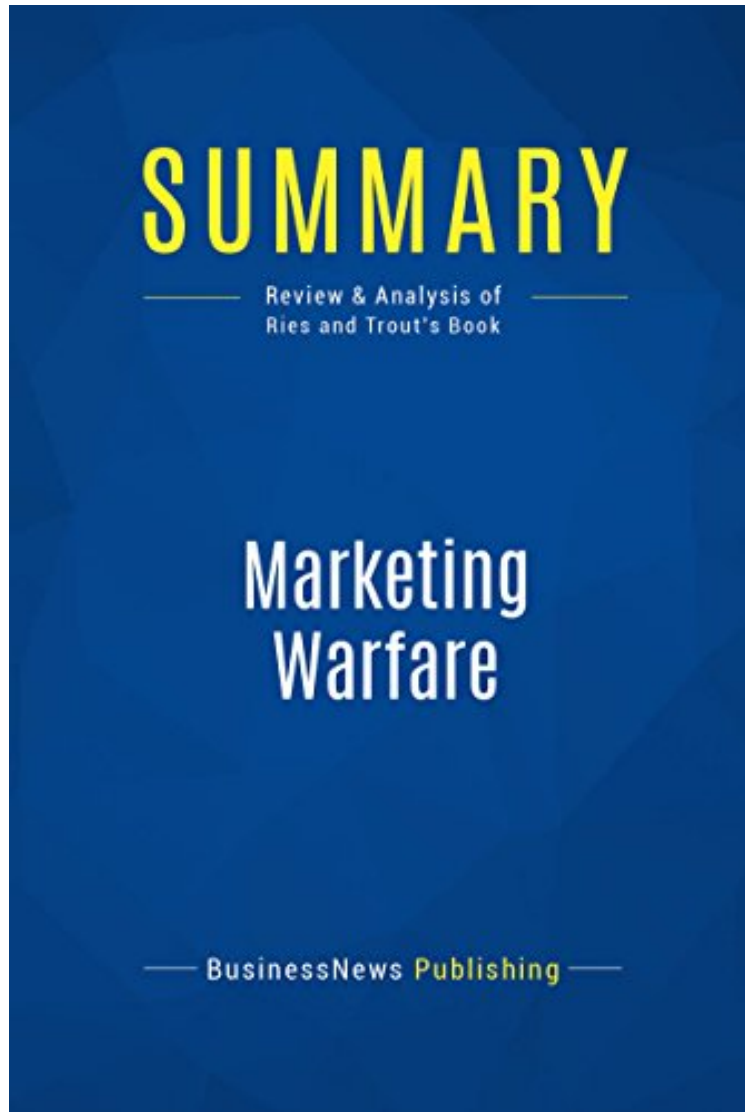


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Trout's book "Marketing Warfare" shows how important it is for companies to stay ahead of their competitors in today's overcrowded market. The authors explain how leaders can adopt military strategies to use in their operations in order to gain a considerable competitive advantage. By following their advice, you can use this approach to defend your business territory and conquer any competitors that threaten your position. Added-value of this summary: 

- Save time
- Understand the key concepts
- Expand your business knowledge

To learn more, read "Marketing Warfare" and start making use of military strategies to get ahead of the competition and gain loyal customers.