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en el marketing de la marca el autor pone en tela de juicio las estrategias de marketing de marcas que confunden y pierden a los clientes debido a la gran proliferacion de variantes de un mismo producto con elegancia y precision enfrenta algunos de los sagrados iconos especificos y generales de la tradicion del marketing arremete contra la ley de burke la verificacion de memoria y otros falsos indicadores de la eficacia de la publicidad ataca su propia area de especializacion llamando a la investigacion de marketing un elemento que contribuye a causar los problemas empresariales de hoy sostiene que la innovacion y el exito requieren una busqueda de desequilibrio inarmonia y destruccion creativa sostiene que la lealtad a la marca es una quimera los consumidores no compran ciegamente la misma marca una y otra vez sino que mantienen un repertorio de marcas aceptables en cualquier categoria y se desplazan libremente de una a otra dentro del conjunto a considerar y explica como desarrollar estrategias para crear marcas de caracteristicas dominantes muestra como las grandes marcas estan hoy repensando y reequipando sus estrategias de marketing a traves de enfocar y satisfacer las necesidades del cliente para recuperarlas con un toque y ganar william m weilbacher es presidente de la corporacion bismark una consultora

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useful tools to help solve decision making problemsapplied game theory and strategic behavior demonstrates the use of various game theory techniques to address practical business economic legal and public policy issues it also illustrates the benefits of employing strategic thinking that incorporates the uncertainty surrounding the behavior of

collective political violence offers a comprehensive analysis of the many explanations of revolutions civil wars genocide terrorism case studies range from the rwanda genocide to the civil rights movement in the us the volume also includes debates on terrorism peacekeeping environmental security

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