




# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Differentiate or die: survival in our era of killer competition

|                                                                                    |                                      |                                                                     |
|------------------------------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------------|
|  | <b>Author</b>                        | Trout,Jack (Author)<br>Rivkin,Steve (Author)                        |
|                                                                                    | <b>Publication Data</b>              | New York: John Wiley ans Sons, 2000                                 |
|                                                                                    | <b>Physical Description</b>          | X , 230p.                                                           |
|                                                                                    | <b>ISBN</b>                          | 0-471-02892-4                                                       |
|                                                                                    | <b>Subject Area</b>                  | Management                                                          |
|                                                                                    | <b>Subject Headings</b>              | MARKETING ADVERTISING -- BRAND NAME<br>PRODUCTS BRAND NAME PRODUCTS |
|                                                                                    | <b>Call Number</b>                   | 658.8 TRO                                                           |
|                                                                                    | Philadelphia University Library 2011 |                                                                     |