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Companies Use Defensive Strategy to Deal with Competitive Attacks. [Tim Calkins] -- Competitors take any and every opportunity they can to deride and dominate their opponents in the marketplace.

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Professor Calkins is also author of the books 'Defending Your Brand: How Smart Companies Use Defensive Strategy to Deal with Competitive Attacks' and 'Breakthrough Marketing Plans'. Mr.

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Calkins, T 2012, Defending Your Brand: How Smart Companies use Defensive Strategy to Deal with Competitive Attacks. Palgrave Macmillan.

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Defending Your Brand: How Smart Companies Use Defensive Strategy to Deal with Competitive Attacks (Palgrave Macmillan, 2012), by Tim Calkins Tim Calkins (t-calkins@kellogg.northwestern.edu) is a clinical professor of marketing at

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Northwestern University's Kellogg School of Management and managing director of Class 5 Consulting, a marketing ...

The Best Defense

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dollars more expensive. If you can't afford the 6-Series, this Vizio is a ...

Strategy To Deal With Competitive Attacks

Here Calkins shows business how to create and maintain a defensive strategy including: how to understand and get competitive intelligence; how to determine

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if your brand or company is at risk; how to create a defensive strategy; limiting risk and preventing a trial; understanding your own IP as a weapon - and much more.

Almost every company creates a marketing plan each year, and many spend hundreds of employee hours researching,

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preparing and presenting their defenses to senior executives. But most marketing plans are a waste of time; they are too long, too complicated and too dense. They end up sitting on a shelf, unread and unrealized. Breakthrough Marketing Plans is an essential tool for people who create marketing plans and people who review

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them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business.

Ten years of research uncover the secret

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source of growth and profit ... Those who center their business on improving people's lives have a growth rate triple that of competitors and outperform the market by a huge margin. They dominate their categories, create new categories and maximize profit in the long term. Pulling from a unique ten year growth study

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involving 50,000 brands, Jim Stengel shows how the world's 50 best businesses—as diverse as Method, Red Bull, Lindt, Petrobras, Samsung, Discovery Communications, Visa, Zappos, and Innocent—have a cause and effect relationship between financial performance and their ability to connect

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with fundamental human emotions, hopes, values and greater purposes. In fact, over the 2000s an investment in these companies—“The Stengel 50”—would have been 400 percent more profitable than an investment in the S&P 500. Grow is based on unprecedented empirical research, inspired (when Stengel was Global

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Marketing Officer of Procter & Gamble) by a study of companies growing faster than P&G. After leaving P&G in 2008, Stengel designed a new study, in collaboration with global research firm Millward Brown Optimor. This study tracked the connection over a ten year period between financial performance and

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customer engagement, loyalty and advocacy. Then, in a further investigation of what goes on in the “black box” of the consumer’s mind, Stengel and his team tapped into neuroscience research to look at customer engagement and measure subconscious attitudes to determine whether the top businesses in the Stengel

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Study were more associated with higher ideals than were others. Grow thus deftly blends timeless truths about human behavior and values into an action framework – how you discover, build, communicate, deliver and evaluate your ideal. Through colorful stories drawn from his fascinating personal experiences and

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“deep dives” that bring out the true reasons for such successes as the Pampers, HP, Discovery Channel, Jack Daniels and Zappos, Grow unlocks the code for twenty-first century business success.

In this vivid first-person account, Jim Kilts reveals his system for success that is both

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cutting-edge and back-to-basics.

As the recent Tiger Woods scandal illustrates, brand reputation is more precarious than ever before. True and false information spreads like wildfire in the vast and interconnected social media landscape and even the most venerable

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Brands can be leveled in a flash—by disgruntled customers, competing companies, even internal sources. Here, veteran marketing executive Jonathan Copulsky shows companies and individuals how to play brand defense in the twenty-first century. Five Signs that You Need to Pay More Attention to the

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Possibility of Brand Sabotage: A group of uniformed employees posts embarrassing YouTube videos, in which they display unprofessional attitudes towards their work. One of your senior executives publicly blames a supplier for product defects, even though they predate your relationship with the supplier. Your

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competitor's ads trumpet their solution to the performance problems associated with your most recent product. A customer unhappy with changes made to your product design launches a Facebook group, which attracts 5,000 fans. Your outsource partner is prominently featured in numerous blogs and websites describing

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allegations of worker mistreatment and workplace safety hazards.

The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building, leveraging, and rejuvenating brands. Destined to become a

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marketing classic, Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies. It includes: The latest thinking on key branding concepts, including brand positioning and design Strategies for launching new brands, leveraging existing

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ever-changing and challenging environment. Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities.

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theories with practical experience, this book covers fundamental branding concepts, strategies, and effective implementation techniques as applied to today's consumer, today's competition, and the wealth of media at your disposal. In-depth discussion highlights the field's ever-increasing connectivity, with

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practical guidance on brand design and storytelling, social media marketing, branding in the service sector, monitoring brand health, and more. Authored by faculty at the world's most respected school of management and marketing, this invaluable resource includes expert contributions on the financial value of

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brands, internal branding, building global brands, and other critical topics that play a central role in real-world branding and marketing scenarios. Creating a brand—and steering it in the right direction—is a multi-layered process involving extensive research and inter-departmental cooperation. From finding the right brand

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name and developing a cohesive storyline to designing effective advertising, expanding reach, maintaining momentum, and beyond, Kellogg on Branding in a Hyper-Connected World arms you with the knowledge and skills to: Apply cutting-edge techniques for brand design, brand positioning, market-specific branding, and

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more Adopt successful strategies from development to launch to leveraging Build brand-driven organizations and reinforce brand culture both internally and throughout the global marketplace Increase brand value and use brand positioning to build a mega-brand In today's challenging and complex

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marketplace, effective branding has become a central component of success. Kellogg on Branding in a Hyper-Connected World is a dynamic, authoritative resource for practitioners looking to solve branding dilemmas and seize great opportunities.

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With virtually nonexistent oversight, the internet can easily become the judge, jury, and executioner for anyone's reputation. Digital attacks and misinformation can cost you a job, a promotion, your marriage, even your business. Whether you've done something foolish yourself, are unfairly linked to another's misdeeds,

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or are simply the innocent victim of a third-party attack, most of us have no idea how to protect our online reputation. How to Protect (Or Destroy) Your Reputation Online will show you how to: Remove negative content from search results. React and respond to an online attack. Understand and manage online reviews.

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Use marketing strategies to both improve your online reputation and bolster your bottom line. How to Protect (or Destroy) Your Reputation Online is an indispensable guidebook for individuals and businesses, offering in-depth information about popular review sites like Yelp, TripAdvisor, and Angie's List.

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John also shows you how to deal with revenge porn, hate blogs, Google's "right to be forgotten" in Europe, the business of online complaint sites, even the covert ops of reputation management.

It's no secret that most girls, at some point, love all things princess: the poofy dresses,

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the plastic tiaras, the color pink. Even grown-up women can't get enough of royal weddings and royal gossip. Yet critics claim the princess dream sets little girls up to be weak and submissive, and allows grown women to indulge in fantasies of rescue rather than hard work and self-reliance. Enter Jerramy Fine -- an

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unabashed feminist who is proud of her life-long princess obsession and more than happy to defend it. Through her amusing life story and in-depth research, Fine makes it clear that feminine doesn't mean weak, pink doesn't mean inferior, and girliness is not incompatible with ambition. From 9th century Cinderella to

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modern-day Frozen, from Princess Diana to Kate Middleton, from Wonder Woman to Princess Leia, Fine valiantly assures us that princesses have always been about power, not passivity. And those who love them can still be confident, intelligent women. Provocative, insightful, but also witty and personal, In Defense of the

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Princess empowers girls, women, and parents to dream of happily ever after without any guilt or shame.

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