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Al Ries is a marketing professional Along with Jack Trout, Ries coined the term "positioning", as related to the field of marketing, and authored Positioning:

Marketing is a battlefield: a review of marketing

Apr 20, 2015 Ries, Al & Jack Trout. (2006). Marketing Warfare 20th Anniversary Edition. New York, Ny: McGraw-Hill. 217 pages. List price \$20.01, Amazon.com

Jack trout - wikipedia, the free encyclopedia

Jack Trout is an owner of Trout & Partners, He is one of the founders and pioneers of positioning theory and also marketing warfare theory. Jack Trout with Al

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