



## 30 Minuten Positionierung (German Edition)

*Peter Sawtschenko*

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## **30 Minuten Positionierung (German Edition)** Peter Sawtschenko

Konkurrenzdruck, sinkende Umsätze, harter Preiskrieg: Viele Unternehmen stellen heute fest, dass es immer schwieriger wird, sich auf dem Markt zu behaupten. Positionierung ist die Antwort auf veränderte Märkte und harten Wettbewerb. Dieses Buch räumt auf mit altem Marketingdenken und kostenspieligen Werbebudgets. Sie erfahren, wie Sie die Stärke Ihres Unternehmens und die Einzigartigkeit Ihres Angebots der Zielgruppe am besten vermitteln.

Lesen Sie,

- \* wie Sie Ihren Markt, Ihr Unternehmen und Ihre Mitbewerber mit anderen Augen sehen,
- \* warum Positionierung jede Marketingmaßnahme bedeutend erfolgreicher macht,
- \* warum "unverschämte Ziele" der Schlüssel zum Erfolg sind,
- \* wie man sich von seinen Mitbewerbern erfolgreich absetzen kann,
- \* wie sich durch systematisches, analytisches und kreatives Arbeiten ein herausragendes Alleinstellungsmerkmal finden lässt.

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