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Nota di contenuto	Cover -- CONTENTS -- FOREWORD -- PREFACE -- ACKNOWLEDGEMENTS -- INTRODUCTION -- 1 ADVANTAGE COVID -- 2 VOCAL FOR LOCAL -- 3 BRAND COMBAT MODEL -- 4 BUILDING BRANDS -- 5 BRANDING IN TURBULENT TIMES -- 6 GRAND STRATEGY -- 7 BATTLEFIELD MODEL -- 8 SUSTAINING COMPETITIVE ADVANTAGE -- 9 BUILDING FRONTIERS -- 10 GETTING THE ACT RIGHT -- 11 MEANS-END THEORY AND START-UPS -- 12 CHINA PLUS ONE -- SUGGESTED READINGS -- ABOUT THE AUTHORS.
Sommario/riassunto	A book that proposes cunning competitive strategies for Indian brands to sustain against odds.