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Tim Calkins' book 'Defending Your Brand' is an excellent blueprint for a key marketing strategy that is under-utilized and rarely discussed.

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

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Defending Your Brand: How Smart Companies Use Defensive Strategy to Deal with Competitive Attacks (Paperback)

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