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

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