MARKETING WARS – MILITARY ANALOGIES IN THE MARKETING AND MANAGEMENT LITERATURE

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Summary/Abstract: War metaphors have been used for a long time in the world of marketing, and, in a broader sense, that of management. The most popular sources are
probable the wisdoms of Chinese General Sun Tzu, the advices of German General Clausewitz, and, of course, the guerrilla ideas of Che Guevara.

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