



Digital Darwinism: Branding and Business Models in Jeopardy

Ralf T Kreutzer, Karl-Heinz Land

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Digital Darwinism is a key challenge for all companies and brands. Not all companies and managers are aware of the challenges lying ahead. This book helps to identify the need for change and adaption based on a framework of findings and additional tools to position you and your company in the digital rat race.

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