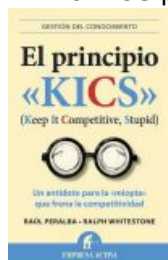


EL PRINCIPIO KICS

The KICS principle



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Paraphrasing the KISS principle in business (Keep It Simple, Stupid), this book of business strategy will help managers make their businesses and organizations more competitive. The authors' methodology is based on Jack Trout's teachings on strategic positioning.

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