Olaf Ploetner

COUNTER STRATEGIES IN GLOBAL MARKETS





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"This book cuts right to the leading-edge strategies of technology companies in B2B markets – highly recommended reading for all managers from this field."

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"By forging a close link between practical and theoretical insights, Olaf Ploetner provides a compelling action plan for technology companies and their challenges, now and in the future." – Das Narayandas, Senior Associate Dean, Harvard Business School

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