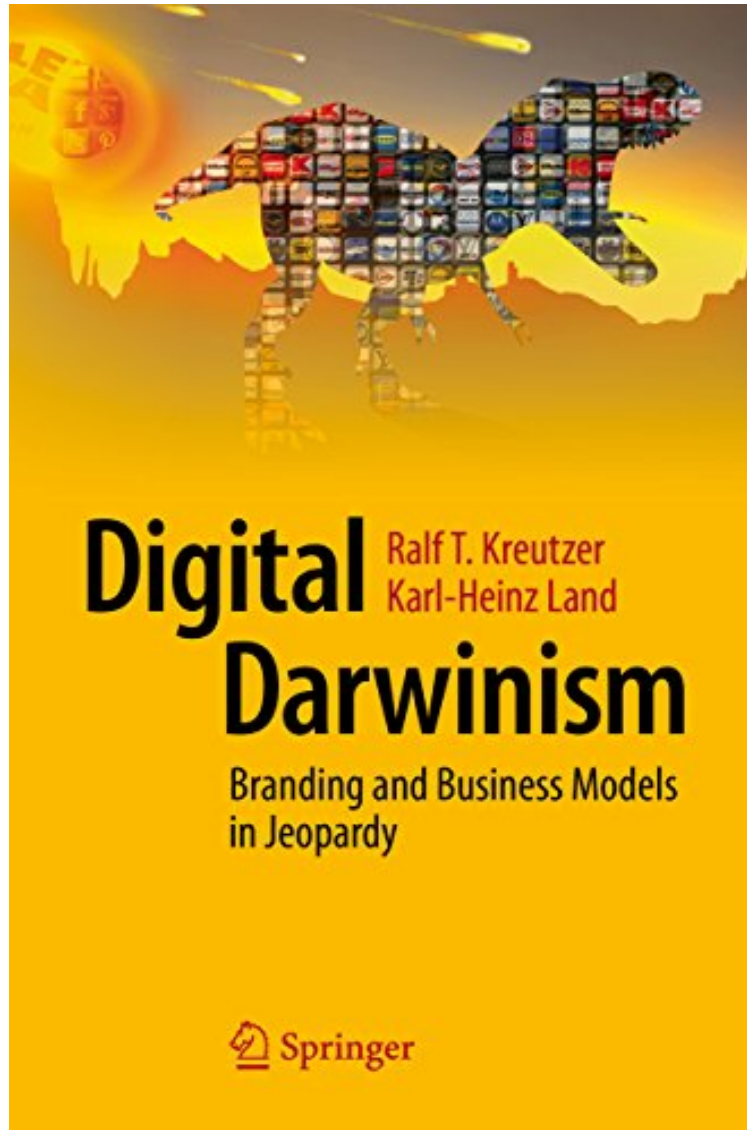


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Digital Darwinism: Branding and Business Models in Jeopardy

Ralf T. Kreutzer, Karl-Heinz Land

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From the Back Cover 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. About the Author Professor Ralf T. Kreutzer is Professor of Marketing, Berlin School of Economics and Law and Marketing and Management Consultant. He worked as senior manager and managing director at Bertelsmann, Volkswagen and Deutsche Post. Karl-Heinz Land, Digital Darwinist and Evangelist, founder of Neuland Consult; is a renowned figure in the fields of Technology and Social Media Marketing with a 25-year international history as an entrepreneur and manager in IT-industry.