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Sonance (B)

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ABSTRACT

In 2005 Sonance, a high-end audio company and the inventor of the in-wall speakers category, was faced with declining profitability and shrinking market share. The company had to rethink its marketing strategy to find a path to profitable and sustainable growth. This case summarizes management's decisions as well as the events and developments that followed the 2005 situation discussed in *Sonance at a Turning Point*, Columbia case #080515A.

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This case was prepared as a basis for class
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