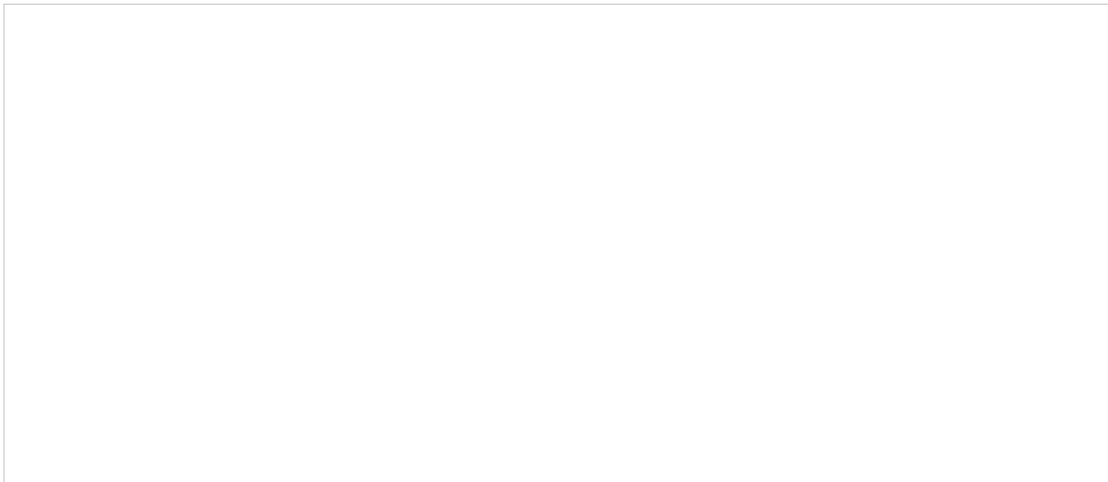


[PDF] The 22 Immutable Laws Of Marketing: Violate Them At Your Own Risk

Al Ries, Jack Trout - pdf download free book



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Description:

From Library Journal Ries and Trout, authors of some of the most popular titles in marketing published during the last decade (Marketing Warfare , LJ 10/15/85; Positioning: The Battle for Your Mind , Warner, 1987; and Bottom-Up Marketing , McGraw, 1989), continue the same breezy style, with lots of anecdotes and insider views of contemporary marketing strategy. The premise behind this book is that in order for marketing strategies to work, they must be in tune with some quintessential force in the marketplace. Just as the laws of physics define the workings of the universe, so do successful marketing programs conform to the "22 Laws." Each law is presented with illustrations of how it works based on actual companies and their marketing strategies. For example, the "Law of Focus" states that the most powerful concept in marketing is "owning" a word in the prospect's mind, such as Crest's

owning cavities and Nordstrom's owning service. The book is fun to read, contains solid information, and should be acquired by all public and business school libraries. It will be requested by readers of the authors' earlier titles.

- *William W. Sannwald, San Diego P.L.*

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About the Author

Al Ries and his daughter and business partner Laura Ries are two of the world's best-known marketing consultants, and their firm, Ries & Ries, works with many Fortune 500 companies. They are the authors of *The 22 Immutable Laws of Branding* and *The Fall of Advertising and the Rise of PR*, which was a *Wall Street Journal* and a *BusinessWeek* bestseller, and, most recently, *The Origin of Brands*. Al was recently named one of the Top 10 Business Gurus by the Marketing Executives Networking Group. Laura is a frequent television commentator and has appeared on the Fox News and Fox Business Channels, CNN, CNBC, PBS, ABC, CBS, and others. Their Web site (Ries.com) has some simple tests that will help you determine whether you are a left brainer or a right brainer.

Authors Al Ries and Jack Trout are probably the world's best-known marketing strategists. Their books, including *Marketing Warfare*, *Bottom-Up Marketing*, *Horse Sense*, and *Positioning* have been published in more than fifteen languages and their consulting work has taken them into many of the world's largest corporations in North America, South America, and the Far East.

--This text refers to the edition.

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They are the authors of *The 22 Immutable Laws of Branding* and *The Fall of Advertising and the Rise of PR*, which was a *Wall Street Journal* and a *BusinessWeek* bestseller, and, most recently, *The Origin of Brands*. Al was recently named one of the Top 10 Business Gurus by the Marketing Executives Networking Group. Since I am not a marketing professional, I found some of the content valuable. Especially the ideas that you need to own a single-word concept (not your brand name) in the consumer's mind, that you can't really change perceptions once formed, and that you need to define a category you are first in if the broad category is ruled by someone else. The book is pre-Internet and somewhat dated as others noticed too. Violate them at your own risk." If you're not familiar with the names Al Ries and Jack Trout, they're highly respected marketing specialists and authors. They've have written many popular marketing books including "Positioning: The Battle for Your Mind", "Bottom Up Marketing" and "Marketing Warfare". "22 Immutable Laws of Marketing" is the third book they wrote together. Some in the industry have called it the marketing bible. For copywriters, being aware of their 22 marketing laws will give you key insights into the relationship the If you violate the 22 Laws of Marketing (either intentionally or inadvertently), your marketing program is... Some marketers propose that if you spend enough money (preferably with them), you can come to own the idea someone else currently owns. Invariably, this ends up being a waste of resources. People don't like to change their minds -- and will only do so infrequently if at all. Therefore, you're always going to be far better off working towards owning a name that no one else in the marketplace owns. The 22 Immutable Laws of Marketing is with Yash Shah and 12 others. 28 December 2012 . In this summary of the *The 22 Immutable Laws Of Marketing*, we'll outline 22 timeless laws that'll decide the success or failure of your marketing strategy. If you violate them, your marketing program is doomed to fail, regardless of what you throw at it"be it the brightest, most creative people, or tons of time, energy and money. To succeed, marketers and business managers must learn these laws and work within their framework; otherwise, the laws will automatically work against them. The 22 Immutable Laws of Marketing. Here are the 22 laws of marketing in a nutshell 5. The Law of Focus: A key to marketing success is to own a word in the prospect's mind. 6. The Law of Exclusivity: No two companies can own the same word in the prospect's mind. 1 Violate Them At Your Own Risk THE 22 IMMUTABLE LAWS OF MARKETING (AL RIES & JACK TROUT/HarperBusiness/April 1994/160pages/\$15.95). 2 THE 22 IMMUTABLE LAWS OF MARKETING Violate Them At Your Own Risk MAIN IDEA It s basic human nature to assume that anything is possible. In a field like marketing, for example, most people would readily agree with the idea you can achieve any marketing objective that can be named if you re energetic enough, creative enough and if you have enough time and money. Most marketing mistakes stem from the assumption that you re fighting a product battle rooted in reality. All the 22 laws of marketing are derived from the exact opposite point of view. Truth is nothing more or less than one expert s perception.