

[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.

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