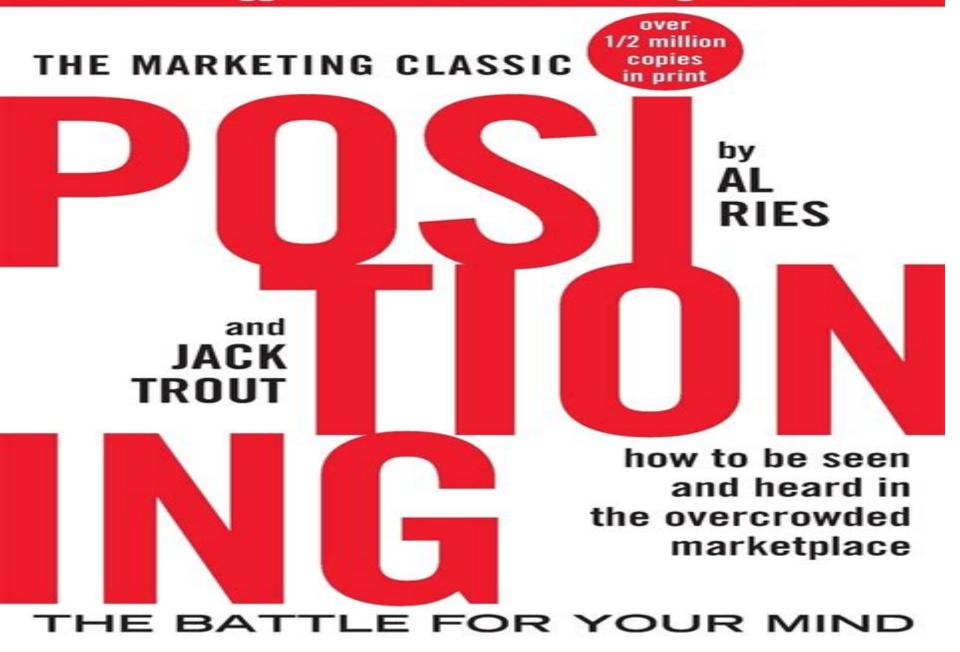
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Al Ries Positioning

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Positioning: The Battle for Your Mind Al Ries, Jack Trout, 2001-01-03 Long considered required reading for anyone in business this seminal marketing classic is now available in trade paperback Positioning Al Ries, Jack Trout, 1986 This business classic deals with the problems of communicating to a skeptical media blitzed public **SUMMARY** - Positioning: The Battle For Your Mind By Al Ries And Jack Trout Shortcut Edition, 2021-06-16 Our summary is short simple and pragmatic It allows you to have the essential ideas of a big book in less than 30 minutes By reading this summary you will discover how to position your brand to attract the consumer You will also discover that the customer is not convinced by advertising messages but by the vision of the products given to him that every company must position itself in relation to its competition the importance of conquering leadership on a given aspect the role of a clear and distinctive identity when it comes to making an impression In order to succeed every company must create a strong image that is likely to appeal to the consumer The way you position yourself in a market influences the whole strategy to be adopted More than any marketing argument it can make the difference between success and failure Here are the secrets to becoming a leader and changing the way your entire industry is perceived Will you be able to put them to good use Buy now the summary of this book for the modest price of a cup of coffee **Positioning: The Battle For Your Mind** Ries, 2003-04 It shook up the world of marketing with all the force of a 20 megaton bomb and now two decades later Positioning is still as fresh and perhaps even more relevant for advertisers in the New Economy To commemorate the 20th anniversary of the classic book that changed an industry McGraw Hill has reunited mavens of marketing Al Ries and Jack Trout to make available to another generation of advertisers the book that forever changed the way advertising is done The 20th Anniversary Edition features commentary from the authors that offers fresh insight into why positioning a product in a prospective customer's mind is still the most important strategy in business Ries and Trout look back over two decades of campaigns offering penetrating analyses of some of the most phenomenal successes and unbelievable failures in advertising history. The first book to deal with the problems of communicating to a skeptical over communicated public Positioning describes a revolutionary approach to creating a position in a prospective customer's mind that reflects a company's own strengths and weaknesses as well as those of its competitors Writing in their trademark witty fast paced style Ries and Trout explain how to position an industry leader so that it gets into people s minds and stays there how to position a follower so that it can occupy a space not claimed by the leader and how to avoid letting a second product ride on the coattails of an established one Summary: Positioning: The Battle for Your Mind BusinessNews Publishing, 2014-09-29 The must read summary of Al Ries and Jack Trout's book Positioning The Battle for Your Mind This complete summary of the ideas from Al Ries and Jack Trout s book Positioning The Battle for Your Mind shows how effective product positioning has an impact on the perceptions of the target market The authors show how all of the elements of product positioning work together to create a unique market position which is the key to better sales and

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