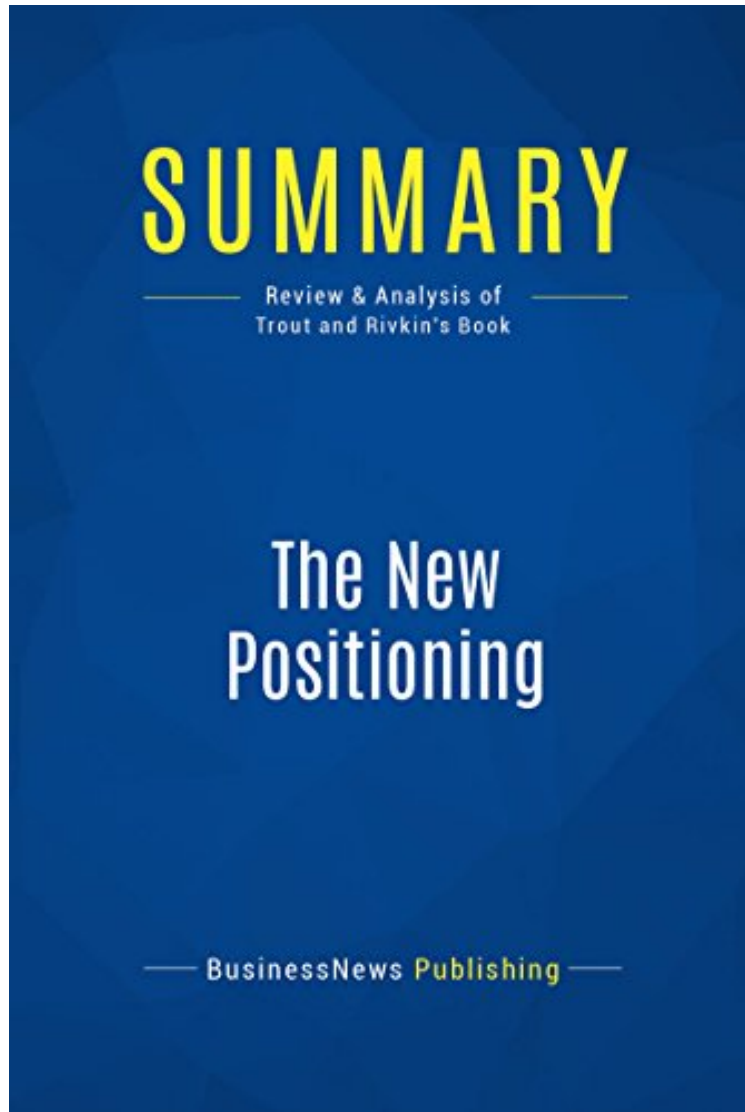


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The must-read summary of Jack Trout and Steve Rivkin's book: "The New Positioning: The Latest on the World's #1

Business Strategy". This complete summary of the ideas from Jack Trout and Steve Rivkin's book "The New Positioning" shows that "positioning" means to concentrate on an idea that defines the company and its products in the minds of consumers, and to avoid the temptation to try and be all things to everybody. In their book, the authors explain that a company that is positioned will select an attribute that appeals to the marketplace and align everything it does behind delivering in that area. Over time, the consumer will begin to mentally associate that company with the attribute whenever that product is mentioned. This summary will teach you how to position your company so that you can gain a strong competitive advantage and be on your way to becoming the top-of-mind brand. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "The New Positioning" and discover the key to positioning your company and gaining an edge in the marketplace.