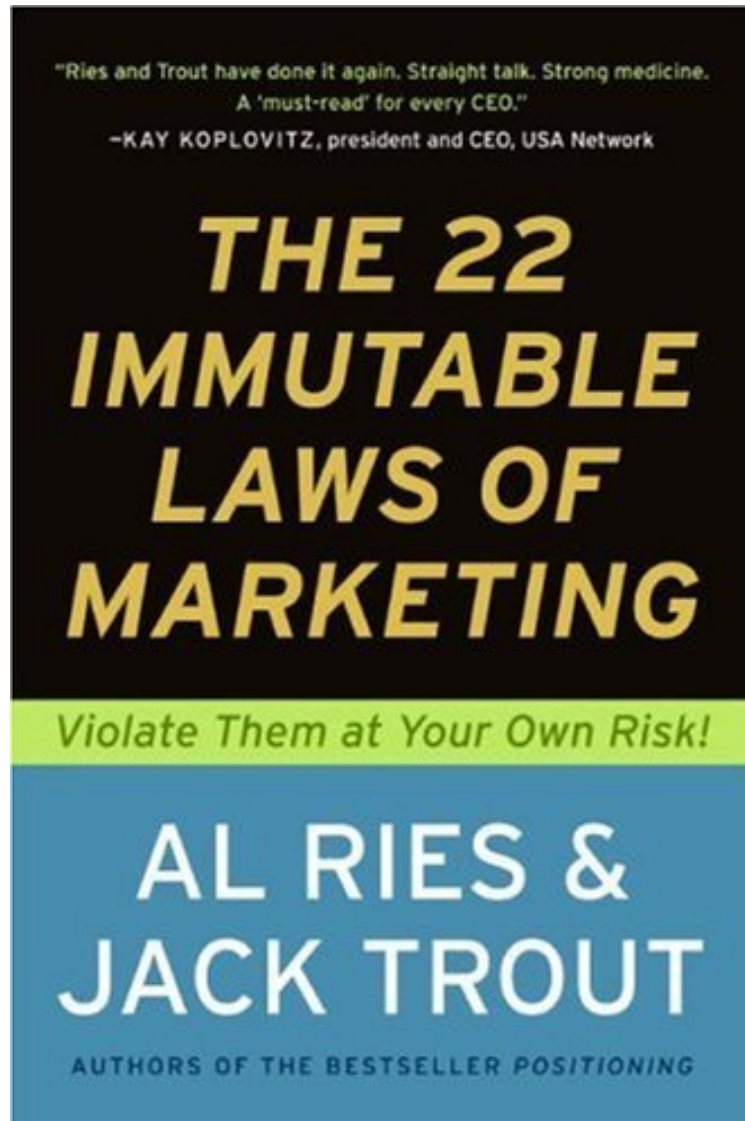


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Al Ries, Jack Trout : The 22 Immutable Laws of Marketing: Exposed and Explained by the World's Two before purchasing it in order to gage whether or not it would be worth my time, and all praised The 22 Immutable Laws of Marketing: Exposed and Explained by the World's Two:

0 of 0 people found the following review helpful. Things old are best againBy Robert JohnstonThis 13-year-old book for "Marketing"; when Sales and Marketing was a department has gained a new life as the modern lean enterprise demands that every team member is a marketeer today. The "22 Immutable Laws of Marketing";

is once again making its way through academics and biz leaders as common wisdom for the whole enterprise. There's a mountain of mind fertilizer here. I read the book years ago when Marketing and Sales were the domain of a specialized organizational silo. I believe I've always run counter to the old Sales and Marketing silo paradigm. As an engineer, program manager, division C-level and CEO I well recall the turf wars over who's job it was to sell. In bid and proposal, new and regular customer visits, big show events I was there as the supporting chief geek to answer the questions the marketeers were never going to be able to grasp, let alone successfully answer for the tech/system savvy seeking integrators. After a decade now, *The 22 Immutable Laws of Marketing* is a quick read suitable for an organizational must read. The management job has changed massively. The day of the "Ad Man" fronting your enterprise's value proposition is over. The "Sale" is made after a carefully engineered organizational effort. Marketing success is a discipline to be trained among everyone that answers the phone. It's an easy proposition if the readers understand "Why?". Everyone has a major role in marketing. Here is a good place to get started with tried and true methods. 1 of 1 people found the following review helpful. Better for national advertisers, still a great read. By Andrew Smith Although I believe this book better serves marketers at the national level, it's awesome to see how they battle for a spot in the prospect's mind. There are times in this book where the authors explain what a company should've done or could do in a situation to get the upper hand. I really enjoy these parts. At least for me it gives a glimpse of how the 'big boys' play. 0 of 0 people found the following review helpful. 5 star content, 1 star clippings limit. By bohendo5 star content! Fantastic succinct info that cuts the fluff and lets you learn an incredible amount in only a few hours of reading. Very impressed. 1 star highlight limit! I went through this book on my kindle and highlighted lightly but in the end was only able to access a third of my clippings. Very annoying

Two world-renowned marketing consultants and bestselling authors present the definitive rules of marketing.

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. Copyright 1993 Reed Business Information, Inc. About the Author Jack Trout runs a marketing consulting firm in Greenwich, Connecticut with Al Ries. They are the authors of the bestsellers *Positioning*, *Marketing Warfare*, *Bottom-Up Marketing* and *Focus*.