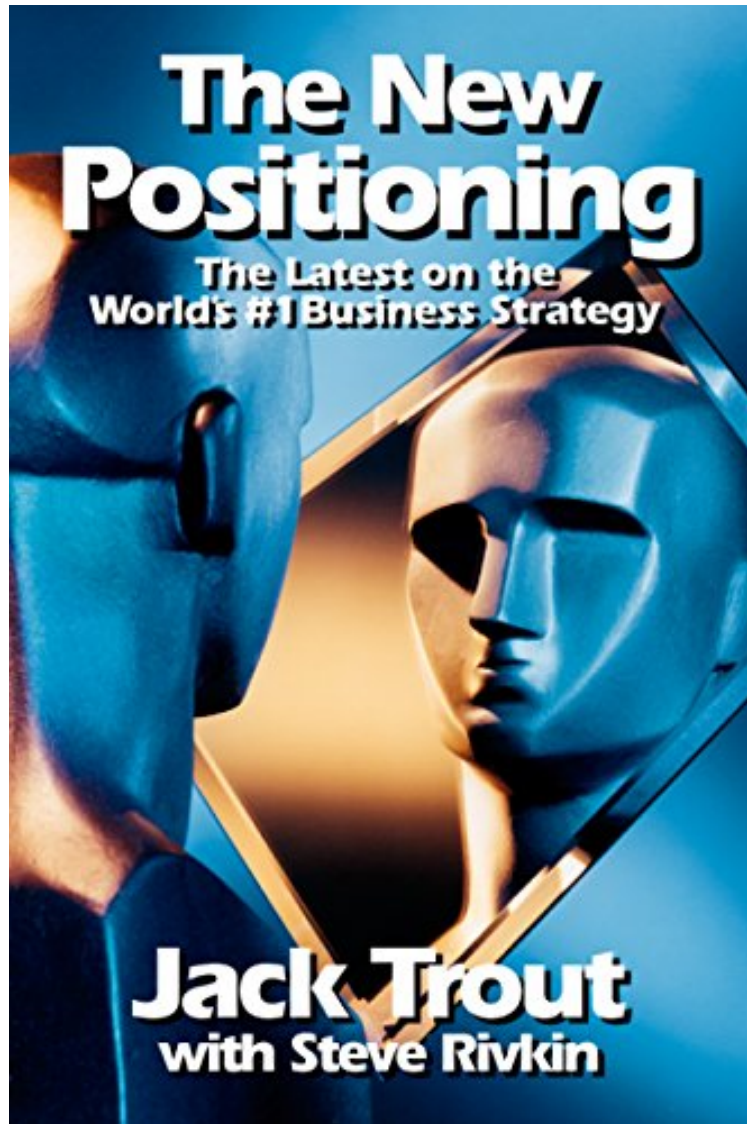


(Download free ebook) The New Positioning: The Latest on the World's #1 Business Strategy

## The New Positioning: The Latest on the World's #1 Business Strategy

Jack Trout

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**Jack Trout : The New Positioning: The Latest on the World's #1 Business Strategy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Positioning: The Latest on the World's #1 Business Strategy:

1 of 1 people found the following review helpful. Another Fun Read from Jack Trout By Luis Maimoni Jack Trout's books are always an entertaining, easy read, and The New Positioning is no exception. Sure, some other reviewers gripe because (despite the title) there's nothing particularly new in his book. Some suggest you read The 22 Immutable

Laws of Branding instead. I say they're spoiling the fun. Anyone who's good at anything knows that success comes from repeating the basics. The fact that you've heard this all before (especially if you've read work from Jack Trout and/or his partner Al Ries) doesn't mean you shouldn't read it, or that you'll get nothing from it. Here are some tidbits that are worth revisiting: \* If your assignment... is to change people's minds, don't accept the assignment. (p. 36) \* Think small and don't tinker. (p. 55) \* Today, the marketing wars are being won by the well-focused specialists. (p. 64) \* A picture is not worth a thousand words. (p. 101) Sure, it's focused on big-company branding for companies with \$illions to spend. Even so, there is a lot for the entrepreneur: \* If you don't have a simple, differentiating idea to drive your company or brand, you'd better have a great price. (p. 167) \* Don't trust your customers to give you all the answers. Trust your instincts. (p. 137) Despite my overall agreement with his content, I took issue with his claim that positioning/differentiation is basic common sense. If your differentiation is obvious, someone else is probably already using it! Why else would so many organizations believe that they're differentiated on the basis of quality, service, or commitment to their clients/customers? As an aside: if there's anything less common than common sense, I'd like to know what it is! Differentiation is difficult for entrepreneurs. Your organization works the way it's always worked, which is the way it should work! Am I right or am I right? Your approach and processes are different, but the differences are transparent to you because they're such a natural part of who you are. Sure, once you understand your differentiation, it'll be obvious. But that puts differentiation into a very broad category: that group of understandings which is much clearer in hindsight! 0 of 0 people found the following review helpful. Five Stars By Ashanti Wright A more modern reiteration of the immensely powerful Positioning concept. 0 of 0 people found the following review helpful. Book to success. By Darren Potter This book is made by genius. Thought this book will be so effect is applied every strategy taught.

In the same right-to-the-point, no-nonsense style that was a hallmark of Positioning, this sequel squares off against critical marketing challenges such as how to make sure your message gets through in an era of information overload.

From Library Journal This new edition of Positioning (McGraw, 1980), which Trout coauthored with Al Ries (the two teamed up more recently on Marketing Warfare, LJ 10/15/85), offers recent examples of effectively positioned products along with new topics such as the importance of images that appeal to the ear vs. the eye. The authors give primarily practical advice and write informally. One of their main premises is that brand extension is not repositioning. Rather than put different products under the same name, the company should use different brands, so that each has a clearly focused image. Repositioning involves changing this focus. Despite the subtitle, this book is not aimed at the consumer but at the advertising executive interested in the best way to present ideas to top management. The book can be quickly absorbed and appears to have been quickly pulled together, since it reads as a person might talk. Not essential, especially if the library owns the previous edition. Sue McKimm, Cuyahoga Cty. P.L., Parma, Ohio Copyright 1995 Reed Business Information, Inc. From Booklist With short, staccato bursts of information, each chapter no longer than 10 pages, Trout intrigues the reader long enough to listen to his new theories on positioning. If a market has shifted or an entity has lost its focus, positioning--or redefining the entity in the minds of its consumers--must occur. His discussion includes some amazing facts and statistics and six abbreviated case histories, including Lotus (before its IBM purchase), Carvel, KPMG Peat Marwick, George Bush, Entertainment Tonight, and Spain's national oil company. Irreverent, brash, and fun to read. Barbara Jacobs From the Back Cover What's new in "The New Positioning". Jack Trout updates and adds to a concept that he first wrote about in 1969. It comes in three parts. Part One presents new material on the mind and how it works. You'll learn the five most important mental elements in the positioning process. Part Two presents "repositioning" as the antidote for change. Six case studies teach important lessons on what's necessary to reposition yourself. Part Three outlines the "tricks of the trade" that he has learned after 25 years of work. If you found the original "Positioning" useful, the sequel is must reading. It contains the final words on what has become one of the biggest words in business.