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Positioning: The Battle for Your Mind: Al Ries, Jack Trout

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Positioning: The Battle for Your Mind by Ries - 1211 Words ...

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Positoning: The Battle for Your Mind

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The first book to deal with the problems of communicating to a skeptical, media-blitzed public, Positioning. describes a revolutionary approach to creating a "position" in a prospective customer's mind-one that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, advertising gurus Ries and Trout explain how to:

Positioning: The Battle for Your Mind / Edition 1 by Al ...

Build your strategy around your competitions weaknesses. Reposition a strong competitor and create a weak spot. Use your present position to its best advantage. Choose the best name for your product. Determine when-and why-less is more. Analyze recent trends that affect your positioning.

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Instead of trying to fight for a position in the prospects mind as the best cola, or the best fast food burger, your best bet is to position yourself in a different créneau, or niche. Essentially,...

Book Summary: Positioning by Al Ries, Jack Trout | by Ezra ...

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Contents: What Positioning Is All About --The Assault on the Mind --Getting Into the Mind --Those Little Ladders in Your Head --You Can't Get There from Here --Positioning of a Leader --Positioning of a Follower --Repositioning the Competition --The Power of the Name --The No-Name ...

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