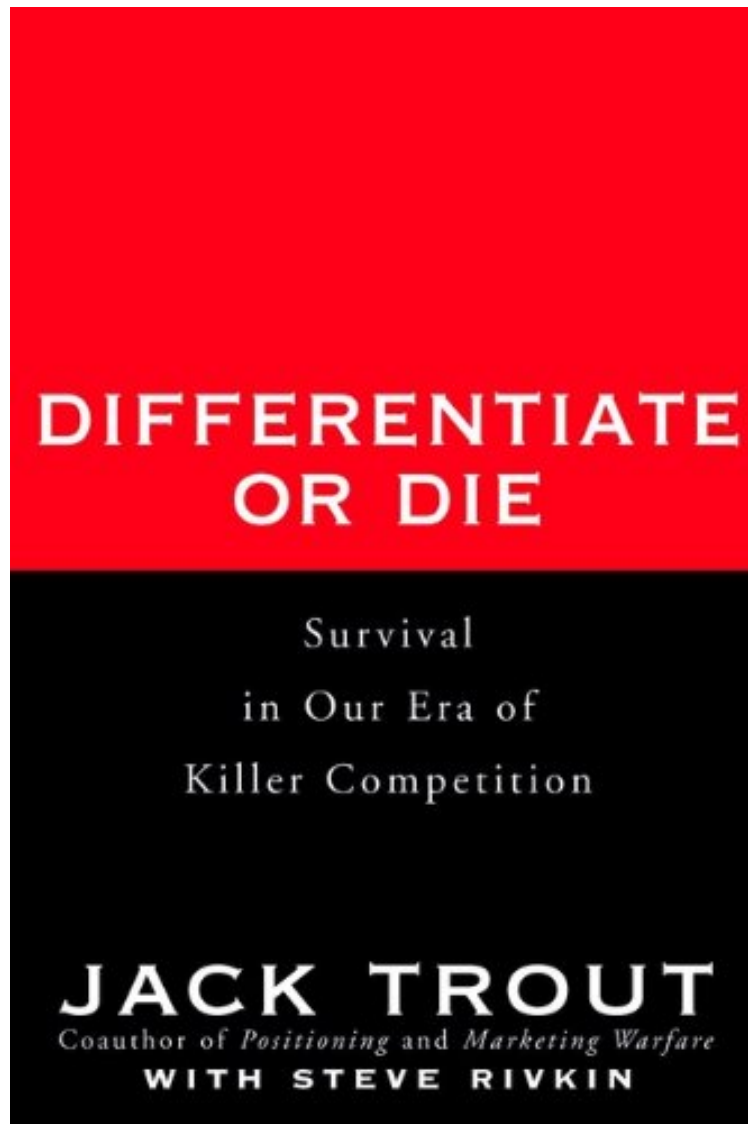


[Free pdf] Differentiate or Die: Survival in Our Era of Killer Competition

Differentiate or Die: Survival in Our Era of Killer Competition

Jack Trout

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Jack Trout : Differentiate or Die: Survival in Our Era of Killer Competition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Differentiate or Die: Survival in Our Era of Killer Competition:

0 of 0 people found the following review helpful. One Of My Top Business BooksBy AllenHaydenThis book is a bit older, but somewhere after Apple. However, that's of little consequence. If you have any sort of business whether it be a small consulting business or a fortune 500 conglomerate... the insights, examples, and comments in this book will give you much food for thought. And not just fuzzy food for thought, but actionable thoughts. Personally, I have the iTunes audiobook version on my phone. Likewise, I'm also someone who finds real world examples much more

memorable... and the book is just filled with those. I've had the audiobook for a while but over the past weeks i've been listening to a few chapters each night before bed. Pretty much every few minutes, i find myself thinking i need to go write that down. Seriously though, if you're an executive/owner of any sized business... really getting into just the first 9 chapters may be the best thing you've ever done!

10 of 0 people found the following review helpful. Miss this and you'll miss out

By Darren Potter

Straightforward, smart book. I have read so many of these titles it makes my head spin. But the same sort of grounded, hardhitting advice that made Trout's previous books must reads for marketers makes this title an essential for anyone trying to evolve a department/business.

13 of 14 people found the following review helpful. Line Extension and questionable concepts.

By Jose Ernesto Passos

I liked very much Trout and Ries, Positioning and Marketing Warfare. Reading this book, I had an impression that most of the professional knowledge the author has, was distilled in his previous books.

Mr Trout is doing something he said was not a good practice in Advertising (see Positioning): Line Extension. The good parts of this book you will find in his previous books, maybe with different phrases and examples.

The other thing that is hurting is that he is trying to give advice in areas where he has limited knowledge and experience.

Looking at some titles of the chapters in this book you will find: Chapter 4 - Quality and Customer Orientation are rarely differentiating Ideas. Toyota and Honda achieved a position in the mind of customers worldwide that they make high quality products for a good price. Well, it will be difficult for the other automakers, who are actually working to catch up in quality, to differentiate themselves on quality, for they are also runs. I would say that is a hell of a strategy, maybe is not for everyone, but them differentiation is by definition for a few, and not for everybody.

How many companies have positioned themselves as high quality products? Does it pay? Go ask Nikon, Zeiss, Leica, Volvo, Patek Philippe...

Chapter 5 has as title: "Creativity is not a differentiating Idea" I guess I cannot believe that Mr. Trout has read his own phrase. Does he mean that lack of creativity is a differentiating Idea? Does not make sense. I think quite the opposite, when you are not able to create something unique, is when you go out trying to do something else to differentiate yourself.

I have seen creativity applied to Advertising, the results were fantastic. In Brazil, sometime ago, Brastemp, (a Home Appliances company with financial links with Whirlpool) run an ad campaign that stressed the Quality of Brastemp products using the phrase: " it is not a Brastemp !". Each ad told a story about something (not related to appliances) and the concluding remarks would be " it is not a Brastemp !". The phrase got so popular, that became incorporated as an expression of our language. The end result was that Brastemp established itself in the market so strongly that still today people in Brazil position Brastemp as the top quality producer of home appliances. In the mind of the Brazilian consumer Brastemp is top quality, better than GE, Electrolux, ex-Westinghouse, etc...

I have seen creativity applied to Product Design with similar results.

This book should be read with a critical eye, for it has some impressive phrases but when you think a second time and compare with some practical experience you find problems.

I am not an advertising professional, I just enjoy reading books that come with good new ideas.

"Any damn fool can put on a deal, but it takes genius, faith, and perseverance to create a brand."-David Ogilvy

In today's ultra-competitive world, the average supermarket has 40,000 brand items on its shelves. Car shoppers can wander through the showrooms of over twenty automobile makers. For marketers, differentiating products today is more challenging than at any time in history yet it remains at the heart of successful marketing. More importantly, it remains the key to a company's survival.

In *Differentiate or Die*, bestselling author Jack Trout doesn't beat around the bush. He takes marketers to task for taking the easy route too often, employing high-tech razzle-dazzle and sleight of hand when they should be working to discover and market their product's uniquely valuable qualities. He examines successful differentiation initiatives from giants like Dell Computer, Southwest Airlines, and Wal-Mart to smaller success stories like Streit's Matzoh and Connecticut's tiny Trinity College to determine why some marketers succeed at differentiating themselves while others struggle and fail. More than just a collection of marketing success stories, however, *Differentiate or Die* is an in-depth exploration of today's most successful differentiation strategies. It explains what these strategies are, where and when they should be applied, and how they can help you carve out your own image in a crowded marketplace.

Marketing executives in all types of organizations, regardless of size, can learn how to achieve product differentiation through strategies including:

- * Revisiting the U.S.P. Rosser Reeves's classic unique selling proposition approach, updated for today's marketplace
- * Positioning Understanding how the mind works in the differentiating process
- * Owning an Idea Techniques to seize a differentiating idea, dramatize it, and make it your own
- * Competition How to use differentiating ideas against your competitors in the marketplace

Consumers today are faced with an explosion of choices. In this environment, distinctive product attributes are quickly copied by competitors, perceived by consumers to be minimal, or both. Still, those who fail to differentiate their product or service in the mind of the consumer won't stand a chance.

Differentiate or Die outlines the many ways you can achieve differentiation. It also warns how difficult it is to achieve differentiation by being creative, cheap, customer oriented, or quality driven things that your competitors can do as well.

Praise for *Differentiate or Die*

"Another great book by the king of positioning!"-John Schnatter, CEO, Papa John's International

"*Differentiate or Die* differentiates itself on the groaning marketing bookshelf with its lucid prose, its clear vision of the future marketplace . . . and its sensible solutions for surviving the frenzied competition we're sure to find there."-Dan Rather, CBS News

"What I like about Differentiate or Die is the book's emphasis on the power of logic, simplicity, and clarity-getting to the essence of a problem. In Silicon Valley, attributes like that can make the difference between having lunch and being lunch."-Scott McNealy, CEO, Sun Microsystems, Inc. "Trout and Rivkin marvelously illustrate that differentiation is the cornerstone of successful marketing." -Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg Graduate School of Management, Northwestern University "We've built our business by being first-and executing best. Jack Trout and Steve Rivkin are doing the same, delivering the timely, powerful insights that will drive tomorrow's marketing strategies. A must read for anyone looking to win in an unforgiving competitive marketplace."-Mike Ruetters, CEO, EMC Corporation "Dotcom executives must learn the l

.com There are no two ways about it with Jack Trout. Either you've got a product or service that you can say is different, or you don't have much at all. In today's global marketplace and at its lightning-fast rate of change, there's no point in inventing and presenting a product only to sit back and hope that consumers everywhere will discover its greatness. It's not simply about what you or your product can do, it's about what you do differently from everyone else. Coauthors Trout and Steve Rivkin say it all in their no-holds-barred title, Differentiate or Die. A disciple of the marketing guru Rosser Reeves, who introduced the concept of the "unique selling proposition," Trout relays his vision of what can help you differentiate in blunt, tell-it-like-it-is prose. First he breaks the bad news that product quality, advertising creativity, price advantage, and breadth of product line are rarely successful ways to differentiate your business. Consumers expect the best quality, he says; they don't think it's a bonus. In the same vein, your competitor can slash prices just as quickly as you. After dismissing these common marketing techniques as futile, Trout concentrates on which differentiating ideas will set you apart from the pack: Being first (and staying there), owning a discernible attribute, having a heritage, becoming the preference of a particular consumer group, or even being the most recent arrival in a product arena are just some of these useful differentiates. Though the book's fast and quippy narrative style may leave some readers looking for more substance behind his adamant assertions, Trout's recommendations act as inspirational spurts of energy. A slim manual packed with punchy points, Differentiate or Die won't take you long to read but could make a lasting--you guessed it--difference to the success of your business. -- S. nbsp;Ketchum
From the Back Cover
AN IN-DEPTH EXPLORATION OF TODAY'S MOST SUCCESSFUL DIFFERENTIATION STRATEGIES "Differentiate or Die differentiates itself on the groaning marketing bookshelf with its lucid prose, its clear vision of the future marketplace...and its sensible solutions for surviving the frenzied competition we're sure to find there."-Dan Rather, CBS News "What I like about Differentiate or Die is the book's emphasis on the power of logic, simplicity, and clarity-getting to the essence of a problem. In Silicon Valley, attributes like that can make the difference between having lunch and being lunch."-Scott McNealy, CEO, Sun Microsystems, Inc. "Another great book by the king of positioning!"-John Schnatter, CEO, Papa John's International "Trout and Rivkin marvelously illustrate that differentiation is the cornerstone of successful marketing."-Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing Kellogg Graduate School of Management, Northwestern University
About the Author
JACK TROUT is President of Trout Partners Ltd. (www.troutandpartners.com), one of the most prestigious marketing firms in the United States, with offices in 13 countries and a client list that includes ATT, IBM, Merrill Lynch, Sears, and other Fortune 500 companies. Recognized as one of the influential gurus of marketing, Trout was the first to popularize the idea of "positioning" products and ideas in the minds of consumers. A sought-after speaker, he is the author of numerous marketing classics including the bestselling Positioning: The Battle for Your Mind, The 22 Immutable Laws of Marketing, and The Power of Simplicity. STEVE RIVKIN is coauthor of The New Positioning and The Power of Simplicity and head of a communications consulting firm whose clients include Kraft Foods, Olin Corp., and Horizon Health System. He is based in Glen Rock, New Jersey.