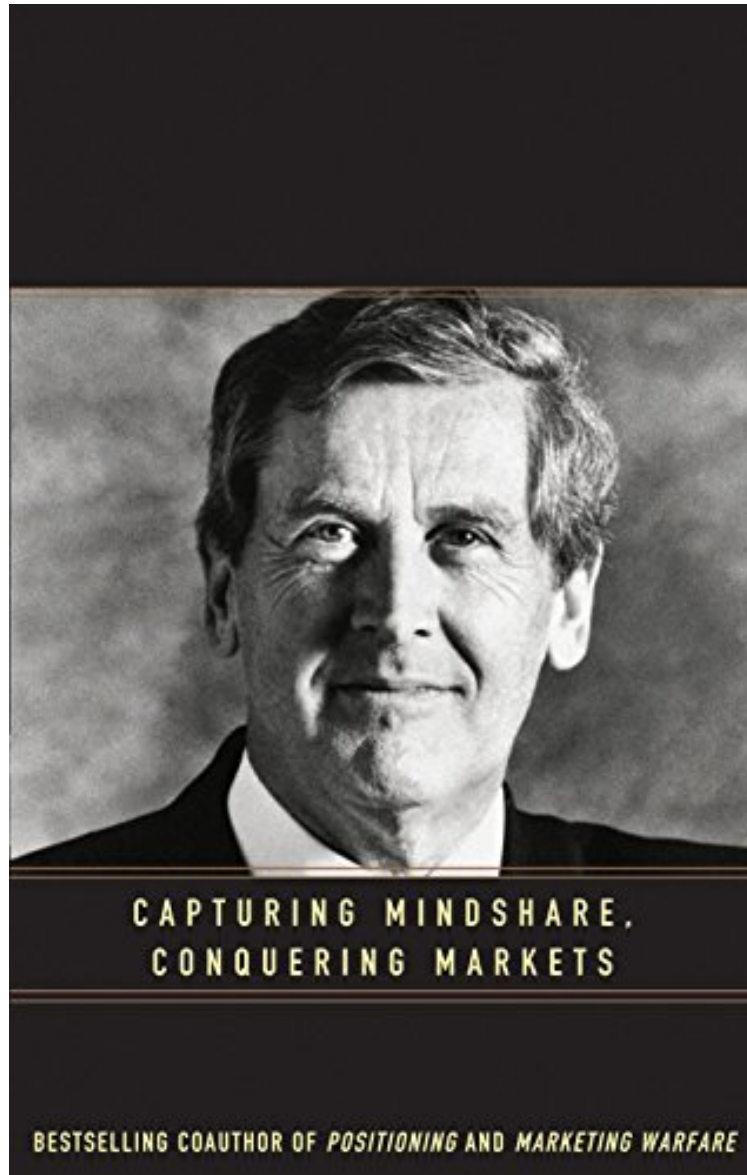


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0 of 0 people found the following review helpful. Understands the mind of the consumerBy Darren PotterTrout again does a good job of identifying key strategical concepts. He uses his vast knowledge of brands and their effect on the consumers ability to choose. If you need help formluting a better strategy for your company, I suggest checking this out.9 of 9 people found the following review helpful. The Bible of Marketing StrategyBy Kent CovingtonIf you've

never read anything from Jack Trout before, this is the book to start with! Trout on Strategy is the Bible of marketing strategy. Trout is one of the most important business authors of our generation. While some disagree with his views (especially his view on line extension), he has undeniably helped to shape the thinking of the marketing industry over the last 20 years. If you are a business owner or marketing professional, you should not let another week go by without hearing what Trout has to say about "positioning" and "differentiation". This book is essentially 2 decades of writing all rolled up into one relatively short book. Some other reviews I've read here complain about an apparent repackaging of information contained in previous Trout books. Personally, I am a fan of condensing information. I can re-read Trout on Strategy from time to time, and get a refresher on everything I've ever read of his. I would still recommend reading his other books, but this is a great "nutshell" version of his teachings. There's an awful lot of wisdom crammed into these pages. Buy this book, keep it in an easy to find place, and re-read it once or twice a year. 2 of 2 people found the following review helpful. Excellent book, nice intro/review of Ries and Trout ideas By J. Bossart I first started reading their materials 20 years ago and return to their books every couple of years for a refresher. This book is a compilation of some of the key ideas from their work. I purchased copies for clients who may not be familiar with their ideas. This is a very easy read; small pages, big type and an even bigger message. Read a page or a chapter at a time; it works equally well. If you have already read most of the books by Jack Trout, (or Ries and Trout) this will be a nice review, and perhaps motivate you to pick up and reread your favorites.

From the bestselling coauthor of Positioning--essential tactics for success in every marketing arena With his 1981 classic, Positioning, Jack Trout (along with coauthor Al Reis) forever changed the way marketing strategy is done. In the more than two decades since then, he has remained at the forefront of marketing and strategic thinking. Written in response to the demands by Trout fans, acolytes, and students worldwide, this book brings together the key ideas from his substantial body of work in a quick-bite format. Trout on Strategy: Is an ideal introduction to the thinking of one of the century's most influential marketing innovators Explores Trout's major themes, including survival, perception, differentiation, and more Connects the dots in his major works and makes his ideas relevant to the biggest issues facing business today

From the Back Cover If You Don't Have the Right Strategy, You're Toast