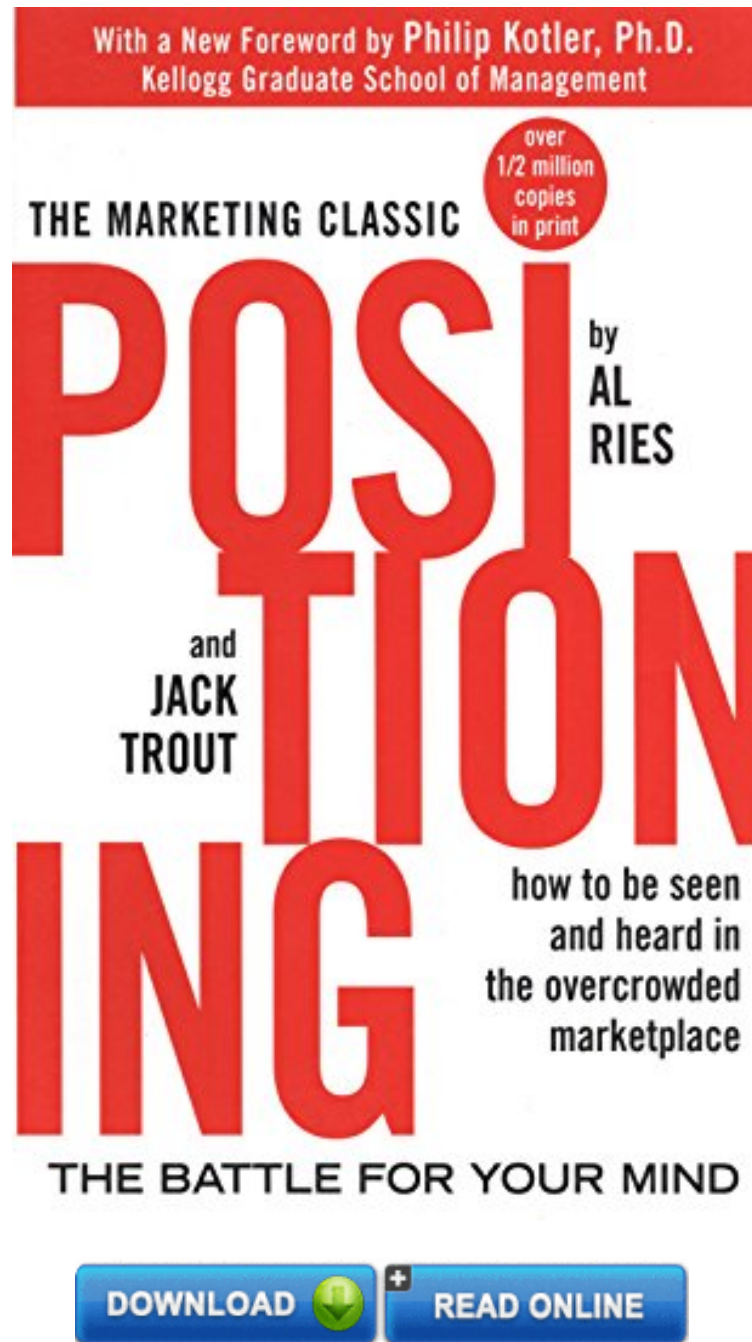


Positioning: The Battle for Your Mind

Al Ries, Jack Trout

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Al Ries, Jack Trout : Positioning: The Battle for Your Mind before purchasing it in order to gage whether or not it would be worth my time, and all praised Positioning: The Battle for Your Mind:

0 of 0 people found the following review helpful. Very little explanation on positioningBy CustomerI was expecting more information on the concept of positioning, positioning strategies/methods etc. Instead, the book presented several mini case studies if you will, it was very anecdotal. The author is very opinionated and he was not afraid to express

them in this text, his tone was very arrogant and judgmental in some cases. If you want to read something to pass the time and you have a few bucks to spare, then it's fine, but if you're looking to be educated on positioning, try something else. I love Kotler and Armstrong, perhaps one of their marketing based texts will help. 0 of 0 people found the following review helpful. Classic Text on Communications Strategy By Jacquelyn A. Ottman I took a course with Jack Trout, one of the two authors in 1978 and feel very lucky that I did. This one book taught me what 'strategy' is all about. A 'must read' for anyone who wants to develop any kind of persuasive communication. It all starts with the strategy - and Trout and Ries's classic, can help you make sure it's a good one. 2 of 2 people found the following review helpful. Relevant, Practical and Valuable By Alan Lattanner This is an outstanding book of high value to anyone trying to stand out from the crowd. The theme is that we are all marketers trying to communicate our message in the most effective manner and that there is a better way. The authors coined the term "positioning" and first wrote about it in a 1972 article in Advertising Age. "Positioning is the first body of thought that comes to grips with the problem of getting heard in an overcommunicated society," they say. It is perhaps even more relevant today given the orders-of-magnitude increase in messaging of all types where only the tiniest fraction is relevant to any one person. Developed largely around big-company advertising, positioning is broadly applicable to entrepreneurs, small business, job seekers, career professionals and lonely people as well as corporations and institutions. How can this be? Don't we live in a society of rapid obsolescence where yesterday's news is virtually irrelevant? The reason is psychology. Positioning is based on how people think, how they evaluate, how they compare, how they prioritize and how they select. These are nearly timeless processes deeply embedded in the human mind. Ries and Trout show you how to hook your message into the subconscious mind of your prospects. In another book Ries defines a brand as "a singular idea you own inside the mind of your prospect." The methods described in this book help you craft that brand message for maximum effectiveness. This book is very well organized. The Table of Contents includes one-sentence chapter summaries so you can quickly jump to material that is relevant to your situation. They cover "Positioning of a Leader," "Positioning of a Follower," and "The Power of a Name." Example positioning exercises include "Positioning of a Company," "Positioning of a Country," "Positioning of a Product," "Positioning of a Service," and "Positioning of a Ski Resort" among several others. For the individual seeking a job or trying to advance a career there is "Positioning Yourself and Your Career." For the small business person and entrepreneur there is "Positioning Your Business" and "Playing the Positioning Game." This is not only for marketing professionals. Some reviewers find the examples outdated. I challenge them to use those examples as a starting point to find companies today whose success is based on excellent positioning (e.g. LinkedIn: Business Networking; Tesla Motors: High-Performance Electric Cars; Starbucks: Social Coffee). The process and the beneficial results have not changed over time. I rate this a 5 star book for thought-provoking content, broad appeal, and excellent organization.

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: Make and position an industry leader so that its name and message wheedles its way into the collective subconscious of your market-and stays there Position a follower so that it can occupy a niche not claimed by the leader Avoid letting a second product ride on the coattails of an established one. Positioning also shows you how to: Use leading ad agency techniques to capture the biggest market share and become a household name Build your strategy around your competition's 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. Ries and Trout provide many valuable case histories and penetrating analyses of some of the most phenomenal successes and failures in advertising history. Revised to reflect significant developments in the five years since its original publication, Positioning is required reading for anyone in business today.