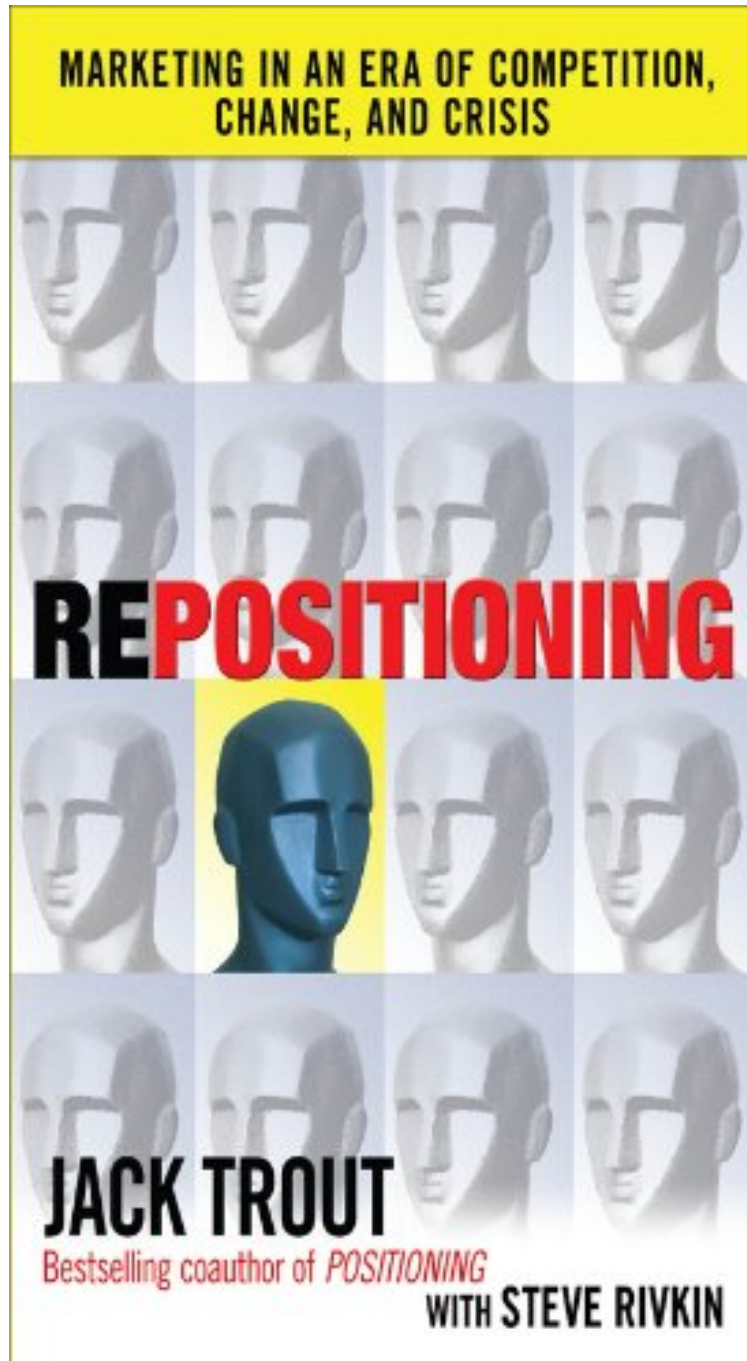


REPOSITIONING: Marketing in an Era of Competition, Change and Crisis

Jack Trout, Steve Rivkin

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1 of 1 people found the following review helpful. Trout nailed it again. By Dick Maggiore It's been about three decades ago since Jack Trout and Al Ries published what has become a classic bestseller, Positioning: The Battle for Your Mind. Since then, positioning has become the most powerful concept in marketing. With his latest book, Repositioning, Trout's timing is remarkable. Trout explains why it may be your answer for the three-headed monster looming over your marketing: competition, change and crisis. Competition is fierce, but you can reposition competitors to your advantage. Change is happening at warp speed, so capitalize to ride its momentum. Crisis is intimidating, but it's also an opportunity. Repositioning, positioning's twin concept, delves into each of the three "C's" with characteristic Trout candor. He shares war stories that are engaging and relevant, and rounds them out with counsel delivered in the readable style we have come to expect. Trout explains that positioning is how you differentiate yourself in the mind of your prospect and also includes a body of work about how the mind works. Repositioning is how you adjust perceptions, whether those perceptions are about you or about your competition often hanging a negative on the competition as a way to set up a positive. As we celebrate the dawn of a new decade - and the hopes we all have for prosperity - invite Trout into your thinking. Read Repositioning and see whether Trout once again has a remedy for your marketing headache. He's been right before. And I believe he's nailed it again.

1 of 2 people found the following review helpful. Lots of review of his classic with very little new information ~ updated review By The Marketing Guy Who Drives Sales -r~ Update on this review ~I just 'upgraded' this review to 4 stars from 3 based on a comment posted on this review. Upon much reflection I see that if the reader has not read the original "Positioning" book by the author then this is actually an excellent book to teach the reader about positioning and repositioning a brand. For those who have read and live by the earlier work, however, the following review still stands. ~ = Original review = Jack Trout understands product positioning. He knows that a "position" is a place held inside the minds of consumers. He also understands that a brand cannot easily change its position inside peoples' brains once it has been established because those people have created a powerful shortcut from the brand identity or name to a singular point of distinction so they do not have to consciously think about what the brand means each and every time they consider or encounter it. But does he understand repositioning? Well, yes, but unfortunately the recipe is not worthy of a whole new book. In a nutshell, you cannot change what your brand stands for inside the minds of your consumers once it has been established. The best you can hope to do is understand what is in their minds and shape that perception just a bit. You cannot radically change those associations or try to claim a new position. Once your brand has an established position you need to understand what position it holds and either make the decision that the position is acceptable to you and set out to tweak and shape that position a bit or, if unacceptable, consider killing your brand or creating a new one to take up residence in the desired, alternate position. There is little new in this book and much of it is review of Trout's earlier work (and he readily admits that he is reviewing old material.) If you never read Positioning, then get that book instead. If you have read Positioning and are looking to reposition an existing brand then re-read that book and then read my fourth paragraph above and then you can skip this book. This is a good book but there is very little new information. ~ ~ Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)." 0 of 0 people found the following review helpful. Excellent book By Alan Roberts Great read. Jack Trout is the expert on marketing. Fairly easy read, makes it simple to understand the dynamics of marketing and positioning your brand in the marketplace. We've already begun to implement some of these insightful tactics.

The book that completes Positioning . . . Thirty years ago, Jack Trout and Al Ries published their classic bestseller, Positioning: The Battle for Your Mind; a book that revolutionized the world of marketing. But times have changed. Competition is fiercer. Consumers are savvier. Communications are faster. And once-successful companies are in crisis mode. Repositioning shows you how to adapt, compete; and succeed; in today's crowded marketplace. Global marketing expert Jack Trout has retooled his most effective positioning strategies; providing a must-have arsenal of proven marketing techniques specifically redesigned for our current climate. With Repositioning, you can conquer the "3 C's" of business: Competition, Change, and Crisis . . . **BEAT THE COMPETITION:** Challenge your rivals, differentiate your product, increase your value, and stand out in the crowd. **CHANGE WITH THE TIMES:** Use the latest technologies, communications, and multimedia resources to connect with your consumers. **MANAGE A CRISIS:** Cope with everything from profit losses and rising costs to bad press and PR nightmares. Even if your company is doing well, these cutting-edge marketing observations can keep you on top of your game and ahead of the pack. You'll discover how expanding product lines may decrease your overall sales, why new brand names often outsell established brands, and why slashing prices is usually a bad idea. You'll learn the dangers of attacking your competitors head-on; and the value of emphasizing value. You'll see how consumers can have too many choices to pick from; and what you can do to make them

pick your brand. Drawing from the latest research studies, consumer statistics, and business-news headlines, Trout reveals the hidden psychological motives that drive today's market. Understanding the mindset of your consumers is half the battle. Winning in today's world is often a matter of repositioning. It's how you rethink the strategies you've always relied on. It's how you regain the success you've worked so hard for. It's how you win the new battle of the mind.

From the Back Cover
The marketplace is changing. Are you? So you've mastered the art of marketing. You've positioned your company, branded your product, and targeted your consumer. Unfortunately, in today's economy, that's not enough. You need REPOSITIONING. A brilliant new approach to consumer psychology and corporate identity, this groundbreaking and game-changing guide shows you how to . . . RETHINK your current marketing REFOCUS your consumer branding REASSESS your company's strengths REPOSITION your corporate identity RECLAIM your competitive edge
About the Author
Jack Trout is president of Trout Partners, a worldwide marketing firm with headquarters in Connecticut and offices in 13 countries. With Al Ries, he coauthored the marketing classic Positioning and the bestsellers Marketing Warfare and The 22 Immutable Laws of Marketing. Trout's books have been translated into 16 languages, including the BusinessWeek bestseller The New Positioning. You can visit his Web site at www.troutandpartners.com. Steve Rivkin is a naming expert with Trout Partners and coauthor of three books with Jack Trout. He is founder of Rivkin Associates LLC, a marketing and communications consultancy in Glen Rock, N.J. Visit Steve at www.rivkin.net.