

Executive Summary

Positioning – Chapters 14-25

The book *Positioning: The Battle for Your Mind* by Al Ries and Jack Trout discusses the concept of positioning in marketing, or the leveraging of a brand's relative position to competitors for a marketing advantage. The second half of this book primarily focuses on several examples of how brands have positioned themselves in their respective markets and how future marketers can use these examples to further improve their understanding of the idea of positioning.

Chapters fourteen through twenty-two each contain a single example of how position has been used in industries ranging from technology, to travel, to banking. While no two positioning strategies are the same, these examples can be used as a framework for how marketers view the process of developing a positioning strategy. The variety of examples each use one or more of the concepts introduced earlier in the first half of the book such as finding a hole in the market, positioning a brand relative to another, or repositioning a competitor's brand in order to introduce a new positional niche. These examples are possibly the most useful and applicable section of the book as a whole.

The final three chapters of the book are a general recap of the theories and concepts introduced in the first half and cemented with the examples in the second. These chapters are mostly just a condensed form of the first half of the book, but are written in a more usable way for quick reference. As such, these final three chapters could serve as a suitable substitution for the rest of the book's contents if the reader had a time constraint or lack of interest in the subject matter.

References

Ries, A., & Trout, J. (2001). *Positioning the battle for your mind*. New York: McGraw-Hill.