

THE 22 IMMUTABLE LAWS OF BRANDING



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This marketing classic has been expanded to include new commentary, new illustrations, and a bonus book: The 11 Immutable Laws of Internet Branding Smart and accessible, The 22 Immutable Laws of Branding is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries.

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DIFFERENTIATION STRATEGIES Differentiate Yourself

Hypercompetition is a key feature of a new economy. Choosing among multiple options is always based on differences, implicit or explicit, so you ought to differentiate in order to give the customer a reason to choose your product or service. Thus, "differentiation is one of the most important strategic and tactical activities in which companies must constantly engage.

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Fiqh Wikipedia

Etymology. The word fiqh is an Arabic term meaning "deep understanding": 470 or "full comprehension".

Technically it refers to the body of Islamic law extracted from detailed Islamic sources (which are studied in the principles of Islamic jurisprudence) and the process of gaining knowledge of Islam through jurisprudence. The historian Ibn Khaldun describes fiqh as "knowledge of the rules of God

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44 Skills Every Successful Person Should Learn Self Learner

I don't support the idea of being a jack-of-all-trades. I've always believed in mastery and focus. I however think that people who want to be successful should consider learning certain skills that can serve as valuable assets at the workplace as well as in life in general.

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