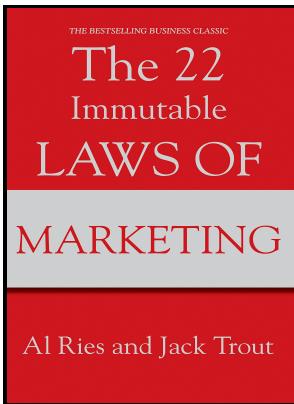


22 immutable laws of marketing

Profile - Book Summary: The 22 Immutable Laws of Marketing by Al Ries



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Book Summary: The 22 Immutable Laws of Marketing by Al Ries

Most people think that they perceive the surrounding reality more correctly than others. The chapters start with words of wisdom. Al Ries and Jack Trout believe this is a mistake.

Book Summary: The 22 Immutable Laws of Marketing by Al Ries

But, as a rule, only one bold action works in marketing. The winner is the product that captures the mind of its target customers. .

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk by Al Ries

The long-term effects often do not coincide with the short-term effects. Trying to appeal to anyone and everyone never works especially if you already have a focused product.

The 22 Immutable Laws Of Marketing

The 22 Immutable Laws Of Marketing Summary

Here are just a couple reasons: 1 Dealing with absolutes sets an author up to look foolish when most of his examples don't come true. In 1980s Nintendo dominated the video games market with 75% of the market share but over a no. But do not conclude how far the trend will go.

22 Immutable Laws of Marketing by Jack Trout and Al Review: Review

Everything else is an illusion. Pretty good, it was a fast listen.

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk by Al Ries

So create your own category, and be first there. I do NOT want to write anything that I would not say to the authors' faces if they were standing right in front of me.

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