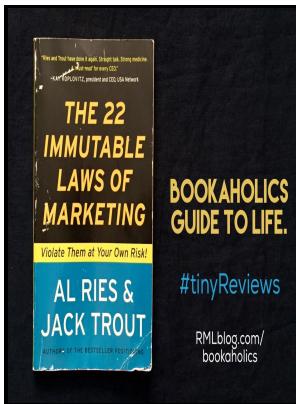


22 immutable laws of marketing

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



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

When you take the long view of marketing, you find the battle usually winds up as a titanic struggle between two major players—usually the old reliable brand and the new upstart.

The 22 Immutable Laws Of Marketing

Here I was, reading the book and feeling disgusted and then I started feeling very smug that I was so much more moral than the authors. Giving the example of IBM, the authors argue that IBM was mainly a mainframes company and generating revenues of USD 65 billion; they tried to extend their line read to be into everything and anything and they wound up losing USD 2.

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

The chapters start with words of wisdom. The perception is the reality. The chapter focuses on the example of Emery Vs Federal Express.

The 22 Immutable Laws Of Marketing

If anything, this book drove home the truth of the sinfulness of man for me. I loved how he got psychological about it and talks about how people perceive brands. When writing a review for a book I don't like I want to keep in mind that I am talking about something that people created.

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