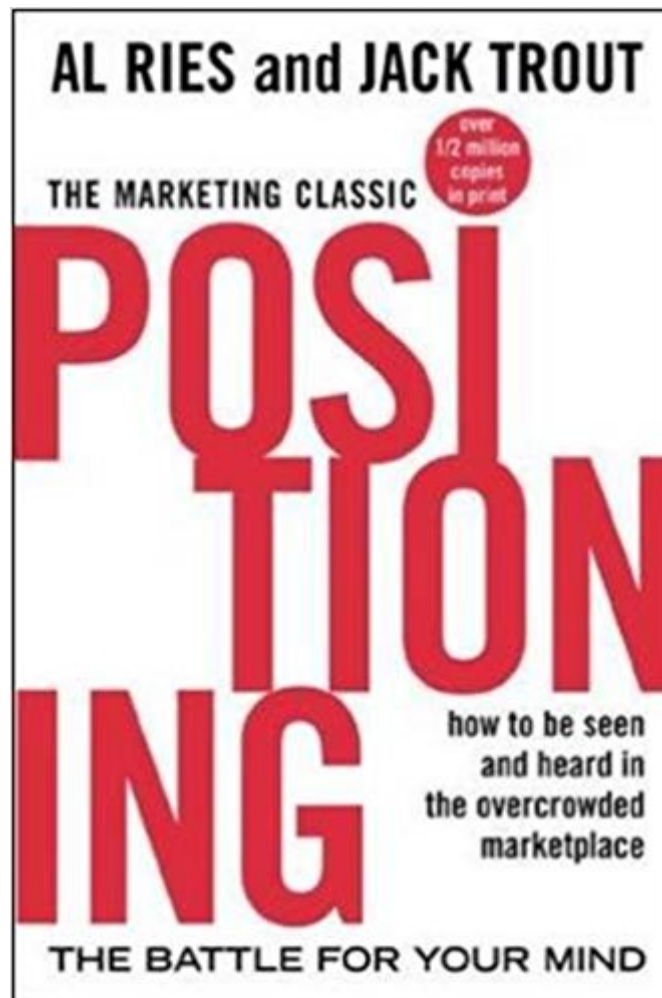




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Positioning: The Battle For Your Mind



Synopsis

The first book to deal with the problems of communicating to a skeptical, media-blitzed public, *Positioning* describes a revolutionary approach to creating a "position" in a prospective customer's mind-one that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, advertising gurus Ries and Trout explain how to: Make and position an industry leader so that its name and message wheedles its way into the collective subconscious of your market-and stays there Position a follower so that it can occupy a niche not claimed by the leader Avoid letting a second product ride on the coattails of an established one. *Positioning* also shows you how to: Use leading ad agency techniques to capture the biggest market share and become a household name Build your strategy around your competition's weaknesses Reposition a strong competitor and create a weak spot Use your present position to its best advantage Choose the best name for your product Determine when-and why-less is more Analyze recent trends that affect your positioning. Ries and Trout provide many valuable case histories and penetrating analyses of some of the most phenomenal successes and failures in advertising history. Revised to reflect significant developments in the five years since its original publication, *Positioning* is required reading for anyone in business today.

Book Information

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Customer Reviews

"One of the most important communication books I've ever read. I highly recommend it!"- Spencer Johnson, author of *Who Moved My Cheese?* and co-author of *The One Minute*

Manager "...Ries and Trout taught me everything I know about branding, marketing, and product management. When I had the idea of creating a very large thematic community on the Web, I first thought of Positioning...." - David Bohnet, Chairman and Founder of GeoCities

The first book to deal with the problems of communicating to a skeptical, media-blitzed public, *Positioning* describes a revolutionary approach to creating a "position" in a prospective customer's mind-one that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, advertising gurus Ries and Trout explain how to: Make and position an industry leader so that its name and message wheedles its way into the collective subconscious of your market-and stays there Position a follower so that it can occupy a niche not claimed by the leader Avoid letting a second product ride on the coattails of an established one. *Positioning* also shows you how to: Use leading ad agency techniques to capture the biggest market share and become a household name Build your strategy around your competition's weaknesses Reposition a strong competitor and create a weak spot Use your present position to its best advantage Choose the best name for your product Determine when-and why-less is more Analyze recent trends that affect your positioning. Ries and Trout provide many valuable case histories and penetrating analyses of some of the most phenomenal successes and failures in advertising history. Revised to reflect significant developments in the five years since its original publication, *Positioning* is required reading for anyone in business today.

Al Ries is Chairman of Ries & Ries, Focusing Consultants. Jack Trout is Chairman of Trout & Partners. Al Ries and Jack Trout are undoubtedly the world's best-known marketing strategists.

This book did far more than convince me to choose marketing and advertising as a career. It formed the foundation for my understanding, and rapidly accelerated my growth to where today, 16 years after beginning that career, the agency I head works with some of the world's premier companies, including Microsoft, ABC, and Wells Fargo. The book is notable for its clarity-something certainly not notable in most business books-and its persuasiveness in advancing the author's argument that positioning, only a little more than reading this book itself, is a critical step to successful marketing.

This is an outstanding book of high value to anyone trying to stand out from the crowd. The theme is that we are all marketers trying to communicate our message in the most effective manner and that there is a better way. The authors coined the term "positioning" and first wrote about it in a 1972 article in *Advertising Age*. "Positioning is the first body of thought that comes to grips with the

problem of getting heard in an overcommunicated society," they say. It is perhaps even more relevant today given the orders-of-magnitude increase in messaging of all types where only the tiniest fraction is relevant to any one person. Developed largely around big-company advertising, positioning is broadly applicable to entrepreneurs, small business, job seekers, career professionals and lonely people as well as corporations and institutions. How can this be? Don't we live in a society of rapid obsolescence where yesterday's news is virtually irrelevant? The reason is psychology. Positioning is based on how people think, how they evaluate, how they compare, how they prioritize and how they select. These are nearly timeless processes deeply embedded in the human mind. Ries and Trout show you how to hook your message into the subconscious mind of your prospects. In another book Ries defines a brand as "a singular idea you own inside the mind of your prospect." The methods described in this book help you craft that brand message for maximum effectiveness. This book is very well organized. The Table of Contents includes one-sentence chapter summaries so you can quickly jump to material that is relevant to your situation. They cover "Positioning of a Leader," "Positioning of a Follower," and "The Power of a Name." Example positioning exercises include "Positioning of a Company," "Positioning of a Country," "Positioning of a Product," "Positioning of a Service," and "Positioning of a Ski Resort" among several others. For the individual seeking a job or trying to advance a career there is "Positioning Yourself and Your Career." For the small business person and entrepreneur there is "Positioning Your Business" and "Playing the Positioning Game." This is not only for marketing professionals. Some reviewers find the examples outdated. I challenge them to use those examples as a starting point to find companies today whose success is based on excellent positioning (e.g. LinkedIn: Business Networking; Tesla Motors: High-Performance Electric Cars; Starbucks: Social Coffee). The process and the beneficial results have not changed over time. I rate this a 5 star book for thought-provoking content, broad appeal, and excellent organization.

While an older book with examples including some companies that are dated or no longer in existence, the principles are still very much relevant and applicable to businesses now. Highly recommend this for anyone looking for a deeper and richer understanding to apply to their business.

The principles in this book are excellent and applicable even at the lowest level of single individual proprietorship small business. Recommended reading for any one, even a part timer, small business. You should also add 'The 22 Immutable Laws of Marketing' and 'The 22 Immutable Laws of Branding' and make it a set. I give this book only four stars because: a) toward the last quarter of

the book he parsed into separate categories several 'principles' that were really just a single principle and I got the feeling he was just trying to make the book seem more 'rich with information'; b) this information is thirty to thirty five years old (1980,s) and the examples show it. It needed to be updated - it was published 2001; c) some of the predictions in the book were way off. After thirty five years or so, they now know what really happened and should have explained the reasons, thus adding to real 'richness of information'. Nevertheless, the principles are sound, well tested, and applicable (with some good judgement when doing so).

The author very efficiently demonstrates several handfuls of positioning tactics and weaves them into a sort of playbook by book end. Author's incredible use of real like blue chip and no-name company stories effectively communicates his point. I dare to say, that I'll come back to this book whenever I am building a marketing plan for a new product launch. It'll be a good refresher and motivator.

Positioning is part of the evolution in concepts used by Advertising and Marketing. Some authors and practitioners like Claude Hopkins, Rosser Reeves, David Ogilvy have made fundamental contributions to the development of Advertising. I have an impression that Positioning is also the latest great contribution in the history of Advertising. After this book, marketing authors have rediscovered old concepts with other words again and again... (If someone identifies a new fundamental concept introduced later please post your comment on this review!). This book is a must read, for the ideas in it and the pleasure to read it. The importance of "Positioning" had a great example just recently in American Business history. Steve Jobs was a master of positioning, he did it to Apple and Pixar in a spectacular way. Each new product he unveiled to the public he would position it in a very particular way creating a marketing impact second to none. What is most strange is that, the Authors of Positioning kept repeating themselves in several books, committing the same sin that they criticized on others, line extension!

If you are in the marketing field, or even an entrepreneur (not just tech either) then this is a must read book. Often considered a "standard" and the basis for many bloggers and teachers, as well as actual doers. I highly recommend this book as core reading.

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