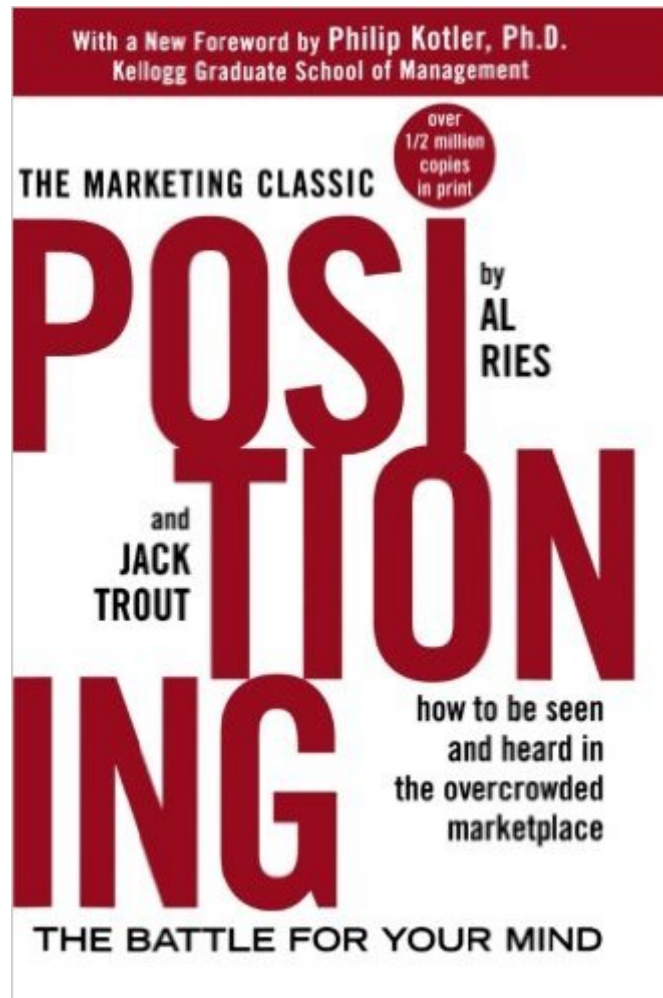


The book was found

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

Paperback: 224 pages

Publisher: McGraw-Hill Education; 1 edition (January 3, 2001)

Language: English

ISBN-10: 0071373586

ISBN-13: 978-0071373586

Product Dimensions: 5.4 x 0.6 x 8 inches

Shipping Weight: 11.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (271 customer reviews)

Best Sellers Rank: #6,651 in Books (See Top 100 in Books) #9 in [Books > Business & Money > Marketing & Sales > Advertising](#) #23 in [Books > Business & Money > Accounting](#) #55 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

If you are building a brand or a business you need to think about positioning and branding. What is it that you want to stand for that is unique and different in the market place? Positioning isn't just for big brands - it is for any brand (even your personal brand. I would definitely recommend this book - it

is well worth the read, but I would probably only give it 3.5 stars out of 5. The main reason is that the examples are WAY out of date (the book is 30 years old). The principles still apply today, however it is tough to follow a book that is referencing examples from when I was 2 years old. I have also read another book by the same authors "The 22 Immutable Laws of Branding" and I liked this MUCH more. So, bottom line: It is a good book, worth a read, solid principles, but out of date. This book is especially relevant if you work for a big company (most of the examples are big company examples), but the principles can also be applied to any business, or your personal brand. Key Points: * The position of your brand or business is in the eyes of your prospect or customer. It doesn't matter what you think your business or brand stands for or is about. The key is the perception that your customers have. "Positioning is how you differentiate yourself in the mind of the prospect. That is, you position the product in the mind of the prospect." * Our society is overcommunicated. Even 30 years ago there were so many commercials that you had to really work to break through the noise. "We have become the world's first overcommunicated society. Each year we send more and receive less" * It is difficult to change minds. If your positioning strategy involves changing that people already think you will have a difficult time.

A classic in marketing how-tos, the authors explain the importance of offering something for sale that appeals to the buyer, not to the seller, creator, or manufacturer. The product is positioned relative to the consumer, and her needs and viewpoints of value. The basic theory is that you get into the mind of your consumer, and position your product accordingly. And on that point, almost anyone would have to agree. You will not find the gory details in this book that you'll need to execute a marketing plan, though, but the general theme is examined, as well as various positioning examples (everything from Kleenex to Heinz Ketchup - or was that pickles?). I was particularly disappointed about a lack of methodology to reach a positioning statement, other than some fairly broad "rules", lightly applied throughout the book. There were six questions at the end that were helpful, but did not constitute a rigorous method - well, any method really - to create a "position". If anything, I would have wished for the method that could be used to create positioning for a product, or to test a company's current positioning, rather than have as many examples of positioning failures. Some of the author's examples seemed contradictory, and especially when the authors claimed that brand extension amounts to a virtual see-saw - one product steals the brand identity from another (Heinz Ketchup vs. Heinz Pickles - who is Heinz!?). From hindsight, it can be seen that some brand extensions have been extremely successful, while others aren't.

[Download to continue reading...](#)

Positioning: The Battle for Your Mind Battlefield of the Mind: Winning the Battle in Your Mind
Battlefield of the Mind for Teens: Winning the Battle in Your Mind El campo de batalla de la mente /
The Battlefield of the Mind: C mo Ganar La Batalla En Tu Mente / How to Win the Battle in Your
Mind: Library Edition (Spanish Edition) Battlefield of the Mind: Winning The Battle in Your Mind -
Study Guide How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand:
From Positioning to Naming and Brand Identity How to Launch a Brand: Your Step-by-Step Guide to
Crafting a Brand: From Positioning to Naming and Brand Identity Bontrager's Handbook of
Radiographic Positioning and Techniques, 8e Workbook for Merrill's Atlas of Radiographic
Positioning and Procedures, 13e Textbook of Radiographic Positioning and Related Anatomy, 8e
Textbook of Radiographic Positioning and Related Anatomy, 7e Workbook for Merrill's Atlas of
Radiographic Positioning and Procedures, 12e Lange Radiographic Positioning Flashcards
Textbook of Radiographic Positioning and Related Anatomy, 6e Textbook of Radiographic
Positioning and Related Anatomy, 5e Master Your Mind: Achieve Greatness by Powering Your
Subconscious Mind The Battlefield of the Mind: Winning the Battle in Your... Every Young Woman's
Battle: Guarding Your Mind, Heart, and Body in a Sex-Saturated World (The Every Man Series) The
Battle of South Mountain: The History of the Civil War Battle that Led the Union and Confederate
Armies to Antietam The Maps of First Bull Run: An Atlas of the First Bull Run (Manassas)
Campaign, including the Battle of Ball's Bluff, June-October 1861 (American Battle Series)

[Dmca](#)