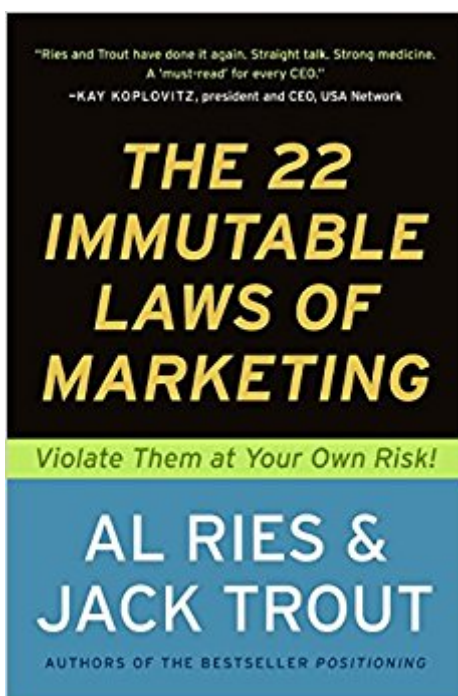


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# The 22 Immutable Laws Of Marketing: Violate Them At Your Own Risk!



## Synopsis

There are laws of nature, so why shouldn't there be laws of marketing? As Al Ries and Jack Trout—the world-renowned marketing consultants and bestselling authors of *Positioning*—note, you can build an impressive airplane, but it will never leave the ground if you ignore the laws of physics, especially gravity. Why then, they ask, shouldn't there also be laws of marketing that must be followed to launch and maintain winning brands? In *The 22 Immutable Laws of Marketing*, Ries and Trout offer a compendium of twenty-two innovative rules for understanding and succeeding in the international marketplace. From the Law of Leadership, to The Law of the Category, to The Law of the Mind, these valuable insights stand the test of time and present a clear path to successful products. Violate them at your own risk.

## Book Information

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## Customer Reviews

Ries and Trout, authors of some of the most popular titles in marketing published during the last decade ( *Marketing Warfare* , LJ 10/15/85; *Positioning: The Battle for Your Mind* , Warner, 1987; and *Bottom-Up Marketing* , McGraw, 1989), continue the same breezy style, with lots of anecdotes and insider views of contemporary marketing strategy. The premise behind this book is that in order for marketing strategies to work, they must be in tune with some quintessential force in the marketplace. Just as the laws of physics define the workings of the universe, so do successful marketing programs conform to the "22 Laws." Each law is presented with illustrations of how it works based on actual companies and their marketing strategies. For example, the "Law of Focus" states that the most powerful concept in marketing is "owning" a word in the prospect's mind, such

as Crest's owning cavities and Nordstrom's owning service. The book is fun to read, contains solid information, and should be acquired by all public and business school libraries. It will be requested by readers of the authors' earlier titles.- William W. Sannwald, San Diego P.L. Copyright 1993 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Al Ries and his daughter and business partner Laura Ries are two of the world's best-known marketing consultants, and their firm, Ries & Ries, works with many Fortune 500 companies. They are the authors of *The 22 Immutable Laws of Branding* and *The Fall of Advertising and the Rise of PR*, which was a *Wall Street Journal* and a *BusinessWeek* bestseller, and, most recently, *The Origin of Brands*. Al was recently named one of the Top 10 Business Gurus by the Marketing Executives Networking Group. Laura is a frequent television commentator and has appeared on the Fox News and Fox Business Channels, CNN, CNBC, PBS, ABC, CBS, and others. Their Web site ([Ries.com](http://Ries.com)) has some simple tests that will help you determine whether you are a left brainer or a right brainer. Authors Al Ries and Jack Trout are probably the world's best-known marketing strategists. Their books, including *Marketing Warfare*, *Bottom-Up Marketing*, *Horse Sense*, and *Positioning* have been published in more than fifteen languages and their consulting work has taken them into many of the world's largest corporations in North America, South America, and the Far East.

Although I believe this book better serves marketers at the national level, it's awesome to see how they battle for a spot in the prospect's mind. There are times in this book where the authors explain what a company should've done or could do in a situation to get the upper hand. I really enjoy these parts. At least for me it gives a glimpse of how the 'big boys' play

I've read a lot of books on marketing and business (and in addition to running my own medical practice for 35 years) I serve as a business consultant for all kinds of businesses and organizations. I was curious about this book because of the word 'immutable' in the title. Hard to believe that there are 22 'immutable' anything's about any topic. To my surprise, what the authors have to say is quite credible and derived from a LOT of 'real time' examples. While I didn't agree with everything purported by the authors, I got more insight and value from this book than most things I read about business and the points they make are 'take home' and not difficult to apply. It left me looking with 'new eyes' at consulting and what makes businesses successful, and that's usually what I want most for an investment of my time.

First published in 1993, "The 22 Immutable Laws of Marketing" by Al Ries and Jack Trout has become an invaluable resource for both aspiring and established marketers. And no wonder: This little book is bursting at the spine with powerful, actionable marketing insights. Take for example Law #4: The Law of Perception. This law states that "Marketing is not a battle of products, it's a battle of perception." The treatment given to this law - complete with real world examples and strategies for implementing it in your own business - is worth the book's asking price all on its own. That Ries and Trout offer so many additional marketing "bon mots" to go along with this one only increases the book's value. Throughout "22 Laws" Ries and Trout challenge commonly held marketing beliefs. They tackle - mercilessly but with a good dose of humor - such sacred cows as line extension, leadership, and - gasp! -- admitting product negatives. You'll be engaged from one page to the next. And at just under 150 pages, "22 Laws" is a quick read. Work your way through the book over your morning cup of coffee and start implementing what you've learned after lunch. Do I have any complaints? Well, as some other readers have mentioned a fair few of the laws do seem to overlap considerably with others. This wasn't a problem for me. I felt like even those laws that were treading familiar ground offered up enough nuance to justify their inclusion. My biggest gripe isn't really even the book's fault. Like all books, "The 22 Immutable Laws of Marketing" is a product of its time. Written nearly two decades ago this poses certain problems for today's reader. In terms of human behavior, twenty years is nothing. Folks are still looking to products to satisfy their needs for validation, excitement, security - whatever. And the savvy marketer is going to take full advantage of this. What has changed - and changed dramatically - since 1994 is our available technology. Ries and Trout couldn't have possibly envisioned the growth of the Internet and the impact it would have on the global marketplace. As a result, certain laws such as Law #22: The Law of Resources are challenged to the point of irrelevance. The Law of Resources states that "Without adequate funding an idea won't get off the ground." This is okay in so far as it applies to major companies. If I'm planning to take on Apple in the smartphone market, yes, my coffers had better be plenty deep. However, in this era of e-commerce, digital distribution, and social media - to name but a few channels - products can be launched for relatively little. Shoestring budget? Shoestrings have never stretched so far. More bothersome is Ries and Trout's assertion that "You'll get farther with a mediocre idea and a million dollars than with a great idea." Thankfully, the advent of the Internet - and Web 2.0 in particular - ensures that this statement is now resoundingly false. Do plenty of crummy products still dominate the market thanks to big budget ad campaigns? Absolutely. (I'm looking at you Justin Bieber.) But it's also never been easier for a product to command market share on its merit alone. If your product is truly special there are all sorts of ways to harness the power of

blogs, social media, reviews, et al to build a receptive audience. On the other hand, if you release a turd to the market, well, prepare to have folks make a stink about it ... and that's going to cost you. We the people are the new kingmakers; not the mavens of Madison Avenue. Even with this caveat on the table, I highly recommend "The 22 Immutable Laws of Marketing". While I believe "immutable" is stretching it - for some laws more than others - there's more than enough insight on offer in this little book to justify a purchase and close reading. I look forward to revisiting this book throughout my sales and marketing career.

Maybe these ideas aren't exactly "laws", but this was a useful read for someone with more sales than marketing experience. I've spent most of my career in advertising sales and this gave me insight into the thinking of ad agencies.

I like the fact that the 22 laws cover all areas of marketing. It also acts like a milestone or indicator to let us aware of our marketing strategy. However, some of the laws are too generic while some others are basically an anti-law for others. It's still very useful though. A good read in one sitting. Highly recommended.

Lots of helpful insight here for a non-marketer like myself. However, I think I'd have called the book "One Immutable Law of Marketing, and 21 Observable Patterns", or something similar, as many of these laws contradict each other, which makes me question their immutability. (The one I would call an immutable law is "perception rules.") Some of the references to technology companies date the book a little, which actually makes it a little more fun to read. The time that has passed gives us an opportunity to evaluate the accuracy of the author's predictions about the success of companies' strategies. I think Microsoft did better than he thought they would.

As a current marketing student soon to graduate, this book has provided me with something to grasp on to all the things that I have learned so far. Summing up 4 years into a thin book may seem a little depressing but the book cuts on fluff and separates the content into manageable - understandable chunks. They use numerous examples for each of their laws which are well supported but like we all know, marketing is not exactly a science. As the authors say, it's up to you to ignore them.

This book provided good learning on market strategies that I had no clue about. And it all made

sense. Now it's time to apply learning.

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