



Positioning: The Battle for Your Mind, 20th Anniversary Edition

By Al Ries, Jack Trout

Download now

Read Online ➔

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout

“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 Bohnett, Chairman and Founder of GeoCities

A handsome edition of the original 1981 text, this 20th Anniversary Edition makes available to business and marketing professionals?including tens of thousands of Ries and Trout groupies, worldwide?the work that forever changed the way marketing strategy is done. This new edition features commentary from the authors that offers fresh insight into why “positioning” a product in a prospective customer’s mind is still the most important strategy in business, and includes numerous examples of campaigns that followed, or didn’t follow, Ries and Trout’s thinking.

 [Download Positioning: The Battle for Your Mind, 20th Annive ...pdf](#)

 [Read Online Positioning: The Battle for Your Mind, 20th Anni ...pdf](#)

Positioning: The Battle for Your Mind, 20th Anniversary Edition

By Al Ries, Jack Trout

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout

“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 Bohnett, Chairman and Founder of GeoCities

A handsome edition of the original 1981 text, this 20th Anniversary Edition makes available to business and marketing professionals?including tens of thousands of Ries and Trout groupies, worldwide?the work that forever changed the way marketing strategy is done. This new edition features commentary from the authors that offers fresh insight into why “positioning” a product in a prospective customer’s mind is still the most important strategy in business, and includes numerous examples of campaigns that followed, or didn’t follow, Ries and Trout’s thinking.

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout Bibliography

- Sales Rank: #183423 in Books
- Published on: 2001-01-18
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x 1.10" w x 7.70" l, 1.30 pounds
- Binding: Hardcover
- 272 pages

 [Download Positioning: The Battle for Your Mind, 20th Annive ...pdf](#)

 [Read Online Positioning: The Battle for Your Mind, 20th Anni ...pdf](#)

Download and Read Free Online Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout

Editorial Review

From the Back Cover

"...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 Bohnett, Chairman and Founder of GeoCities

"One of the most important communication books I've ever read. I recommend it highly!"
Spencer Johnson, MD, co-author of *The One Minute Manager*

It shook up the world of marketing with all the force of a 20-megaton bomb, and now, two decades later, *Positioning* is still as fresh and, perhaps, even more relevant, for advertisers in the New Economy. To commemorate the 20th anniversary of the classic book that changed an industry, McGraw-Hill has reunited mavens of marketing Al Ries and Jack Trout to make available to another generation of advertisers the book that forever changed the way advertising is done.

The 20th Anniversary Edition features commentary from the authors that offers fresh insight into why "positioning" a product in a prospective customer's mind is still the most important strategy in business. Ries and Trout look back over two decades of campaigns, offering penetrating analyses of some of the most phenomenal successes and unbelievable failures in advertising history.

The first book to deal with the problems of communicating to a skeptical, over-communicated public, *Positioning* describes a revolutionary approach to creating a "position" in a prospective customer's mind that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, Ries and Trout explain how to position an industry leader so that it gets into people's minds and stays there, how to position a follower so that it can occupy a space not claimed by the leader, and how to avoid letting a second product ride on the coattails of an established one.

About the Author

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.

Users Review

From reader reviews:

Jennifer Stewart:

Here thing why this particular Positioning: The Battle for Your Mind, 20th Anniversary Edition are different and reputable to be yours. First of all reading a book is good nonetheless it depends in the content from it which is the content is as yummy as food or not. Positioning: The Battle for Your Mind, 20th Anniversary Edition giving you information deeper and in different ways, you can find any guide out there but there is no publication that similar with Positioning: The Battle for Your Mind, 20th Anniversary Edition. It gives you thrill reading through journey, its open up your eyes about the thing that will happened in the world which is

possibly can be happened around you. It is easy to bring everywhere like in park, café, or even in your way home by train. Should you be having difficulties in bringing the imprinted book maybe the form of Positioning: The Battle for Your Mind, 20th Anniversary Edition in e-book can be your alternate.

James Babb:

The actual book Positioning: The Battle for Your Mind, 20th Anniversary Edition has a lot of knowledge on it. So when you make sure to read this book you can get a lot of profit. The book was published by the very famous author. Tom makes some research prior to write this book. This book very easy to read you will get the point easily after perusing this book.

Pablo Cook:

Reading can called imagination hangout, why? Because when you find yourself reading a book particularly book entitled Positioning: The Battle for Your Mind, 20th Anniversary Edition your thoughts will drift away trough every dimension, wandering in each aspect that maybe unfamiliar for but surely will become your mind friends. Imaging each and every word written in a guide then become one type conclusion and explanation that maybe you never get before. The Positioning: The Battle for Your Mind, 20th Anniversary Edition giving you yet another experience more than blown away your head but also giving you useful facts for your better life in this era. So now let us teach you the relaxing pattern the following is your body and mind will probably be pleased when you are finished reading through it, like winning an activity. Do you want to try this extraordinary paying spare time activity?

Mikel Davis:

Does one one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Aim to pick one book that you find out the inside because don't assess book by its include may doesn't work this is difficult job because you are frightened that the inside maybe not while fantastic as in the outside look likes. Maybe you answer is usually Positioning: The Battle for Your Mind, 20th Anniversary Edition why because the excellent cover that make you consider concerning the content will not disappoint you. The inside or content is actually fantastic as the outside as well as cover. Your reading sixth sense will directly guide you to pick up this book.

Download and Read Online Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout #YO52KV9F3TD

Read Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout for online ebook

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout books to read online.

Online Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout ebook PDF download

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout Doc

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout Mobipocket

Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout EPub

YO52KV9F3TD: Positioning: The Battle for Your Mind, 20th Anniversary Edition By Al Ries, Jack Trout