



Positioning: The Battle for Your Mind: How to Be Seen and Heard in the Overcrowded Marketplace

By Al Ries

McGraw-Hill Companies. Paperback. Book Condition: New. Paperback. 213 pages. Dimensions: 7.9in. x 5.2in. x 0.7in. 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 Bohnett, 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; and, avoid letting a second product ride...



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Reviews

The book is fantastic and great. This is for anyone who statted there was not a worthy of reading. I found out this publication from my i and dad advised this pdf to learn.

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It is great and fantastic. It can be written in easy phrases and never hard to understand. You will not really feel monotony at any time of your respective time (that's what catalogues are for concerning if you request me).

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