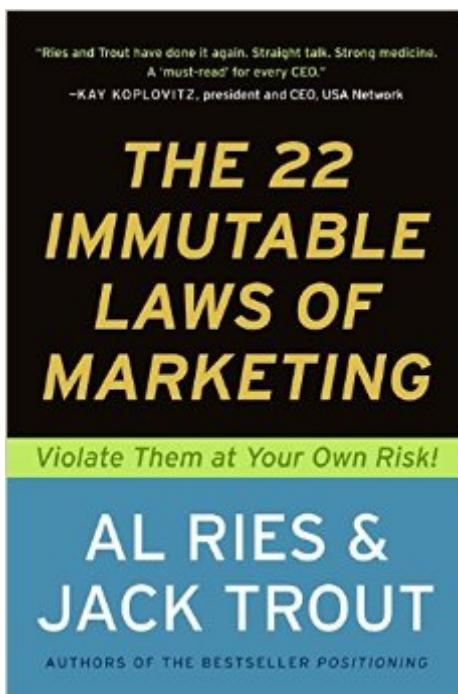


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# The 22 Immutable Laws Of Marketing: Violate Them At Your Own Risk!



## 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

Paperback: 143 pages

Publisher: HarperBusiness; First Paperback Edition edition (April 27, 1994)

Language: English

ISBN-10: 0887306667

ISBN-13: 978-0887306662

Product Dimensions: 5.3 x 0.4 x 8 inches

Shipping Weight: 5 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars (See all reviews) (357 customer reviews)

Best Sellers Rank: #4,783 in Books (See Top 100 in Books) #1 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #3 in Books > Business & Money > International > Global Marketing #8 in Books > Business & Money > Marketing & Sales > Advertising

## Customer Reviews

After 10 years, this still remains a classic work in the marketing field, and perhaps a must-read for anyone in business. And no, unlike many reviewers I do not believe that Ries and Trout have ever managed to redo the glory of this book in their *Laws of Branding*, *Laws of Internet Branding* etc. Don't expect an excruciating marketing treatise with elaborate case studies and What-If scenarios. Expect instead 22 capsules of business wisdom, or "laws" of common sense marketing with some brilliant examples from the real world to prove them. In this, the book excels and is to date the briefest and best argued work I have come across. However, given the passion with which some reviewers comment about this book I am inclined to offer a caveat -- please don't base your career around it. Although I love thin, in-your-face books such as this (great reading, great examples

to bounce off) they also have a fundamental flaw: the fact that they attempt to shove "laws" on to the ever-morphing scaffold of the business of marketing that does not lend itself easily to codification, much less of an "immutable" nature. It would be a cinch to come up with examples that go against each law in the book if you really wanted. For instance, (1) Law of Leadership (better to be first than to be best) can be argued against with the theory of disruptions and how first-mover advantages do not always materialize. Why is WebCrawler not more popular than Google? Because Google is (way) better. (2) The Law of Sacrifice (that talks about focus, as do a couple of other similar if not redundant laws, including, well, the Law of Focus) would not hold much fizz in the case of many very successful conglomerates, especially in Asian countries.

This book was required reading in one of my all-time favorite university classes, entrepreneurship. That was my first contact with the 22 Laws, and I have never been sorry. Not only has the knowledge come in useful as I try to market my own small service business, but I can see how other companies have applied (or ignored) the Laws, and what the outcome has been. THE GOOD: 1) Rather than reading like a textbook, this clever work is more like a small handbook of essential marketing ideas. Its 132 pages are divided up into 22 very readable chapters of about 4-5 pages each. It is very easy to take in a chapter at any time and still learn an invaluable lesson about some aspect of catching your prospect's eye. 2) After each chapter I found myself really thinking about the concept, and trying to figure out how I could apply it to my situation. The chapters have enough great information that they really can be considered little packets of motivation. And who doesn't want more motivation to go and make his or her product (or service) even better? 3) Scattered throughout the book are some really great and inspiring examples of companies that have used the 22 Laws to their advantage. The chapter on the Law of Candor explains how Avis effectively played off of its campaign that it was the number 2 rental car company. The Law of Focus talks about how FedEx succeeded by focusing on small packages and overnight delivery. The Law of the Mind shows how Apple computers beat out the Altair 8800 in the late 70's. THE BAD: I thoroughly enjoyed this book, but I can see some areas that other people may not find too attractive. For example, 1) There are no specifics about how to apply each law to your situation, or even how to go about applying it.

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