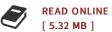




Positioning: The Battle for Your Mind

By Al Ries, Jack Trout

McGraw-Hill Education on Brilliance Audio, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 163 x 137 mm. Language: English . Brand New. 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 GeoCitiesThe 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...



Reviews

The ideal publication i possibly go through. It is amongst the most awesome publication we have study. I am just easily will get a satisfaction of studying a published publication.

-- Shanie Cartwright

It is fantastic and great. It usually will not charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Modesto Mante