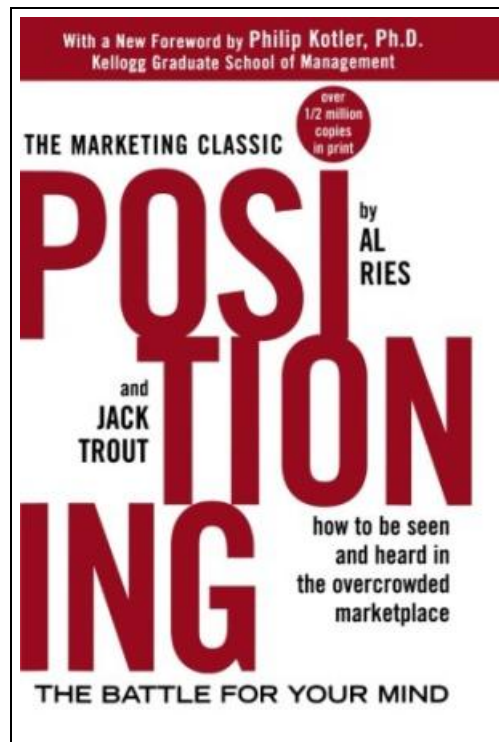


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McGraw-Hill Companies. Paperback. Book Condition: New. Paperback. 213 pages. Dimensions: 7.9in. x 5.2in. x 0.7in. One of the most important communication books I've ever read. I highly recommend it! - Spencer Johnson, author of *Who Moved My Cheese* 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 Bohnet, 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 on the coattails of an established one. *Positioning* also shows you how to: use leading ad agency techniques to capture the biggest market share and become a household name; build your strategy around your competitor's weaknesses; reposition a strong competitor and create a weak spot; use your present position to its best advantage; choose the best name for your product; determine when - and why - less is more; and, analyze recent trends that affect your positioning. Ries and Trout provide many valuable case histories and penetrating analyses of some of the most phenomenal successes and failures in advertising history....



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