



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 customers mind - one that reflects a companys 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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