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76 the 22 immutable laws of marketing - econunivpm - the 22 immutable laws of marketing from the book "the 22 immutable laws of marketing" by al ries and jack trout 1. the law of leadership

marketing for geeks - ericsink - al ries and jack trout refer to these principles as "laws". their book, entitled "the 22 immutable laws of marketing" is one of my favorites.

22 immutable laws of branding - bainbridge business connection - 22 immutable laws of branding, al & laura ries, new york, harperbusiness, 1998, & harper paperbacks, 2002. = "marketing is building a brand in the mind of the prospect. if you can build a powerful brand, you will have a powerful marketing program. if you can't, then all the advertising, fancy packaging, sales promotion, and public relations in the world won't help you achieve your objective ...

the 22 immutable laws of branding - wisdom in a nutshell the 22 immutable laws of branding how to build a product or service into a world-class brand by al ries and laura ries

the 22 immutable laws of branding - 1. the 22 immutable laws of branding the law of expansion : the power of brand is inversely proportional to its scope. the emphasis in most companies is on the short term.

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ries al**, ries laura*** abstract the power of a brand is inversely proportional to its scope. when you
put your brand name on several products, indeed, the line extension allows an increase in sales in
the short term, but it undermines brand name in the mind of the consumer in the long term. a brand
should strive to own a word in the mind of the consumer ...

american writers & artists inc. 22 laws of marketing - american writers & artists inc. 22 laws of
marketing by john wood (part 1 of 2) in 1993, al ries and jack trout published a book called "22
immutable laws of marketing.

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