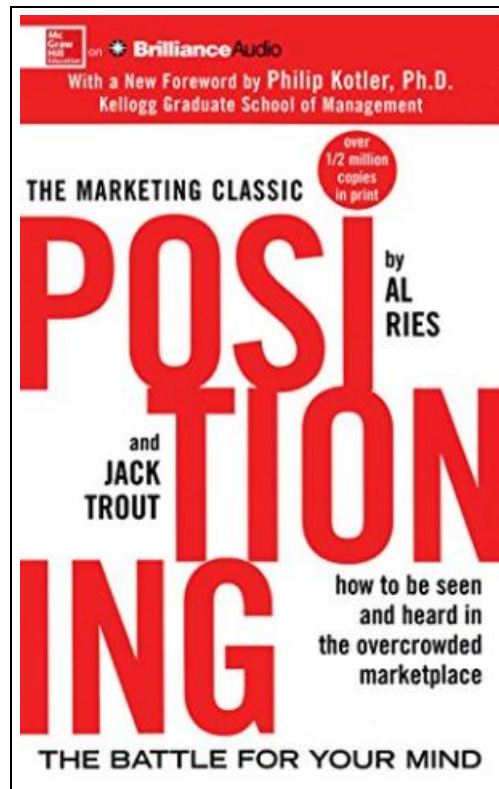


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McGraw-Hill Education on Brilliance Audio, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 163 x 137 mm. Language: English . Brand New. One of the most important communication books I ve ever read. I highly recommend it! Spencer Johnson, 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 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 competition 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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