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categories are simple and the layout is straightforward, so it is a much easier platform to navigate.

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This marketing classic has been expanded to include new commentary, new illustrations, and a bonus book: The 11 Immutable Laws of Internet Branding

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Smart and accessible, *The 22 Immutable Laws of Branding* is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries.

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In The 22 Immutable Laws of Marketing, Ries and Trout offer a compendium of twenty-two innovative rules for understanding and succeeding in the international marketplace. From the Law of Leadership, to The Law of the Category, to The Law of the Mind, these valuable insights stand the test of time



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and present a clear path to successful products.

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In The 22 Immutable Laws of Branding, marketing guru Al Ries, together with Laura Ries, has put together the authoritative work on brands and

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branding -- organized in a short, pithy book that can be read and digested in as brief a time as an airplane ride. ...more.

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The 22 Immutable Laws of Marketing (22 ILM) was a difficult read because it contained multiple fallacies of false

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equivalence, which among other downfalls, caused much confusion. Without being experts in aerospace, technology, biology, brain science, and military, the authors suggested analogies to these subjects.

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Category The Law of the Mind The Law  
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Law of Duality The Law of the Opposite  
The Law of Division The Law of  
Perspective The Law of Line Extension  
The Law ...

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## **Book Summary: The 22 Immutable Laws of Marketing by Al Ries**

The 22 Immutable Laws of Marketing: Violate Them At Your Own Risk! — Book Notes. Al Ries, Jack Trout. Si Quan Ong. Follow. Aug 2, 2017 ...

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**Marketing: Violate Them At Your ...**

This is a summary of ideas from the book The 22 Immutable Laws of Marketing by Al Ries and Jack Trout. Normal text is my summary. Text in italic is my commentary. Remember: this is just a short summary and is not meant to replace the book. Nothing beats reading the real thing. The book is

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short, buy it and read it.

**Summary of the book "The 22  
Immutable Laws of Marketing"**

22 Immutable Laws of Marketing is a collection of 22 self-made laws by authors Al Ries and Jack Trout which is based on their years of experience in marketing as well as knowledge acquired

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over these years. It is important for anyone who has an interest in marketing to read these laws. The 22 Immutable Laws of Marketing

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THE 22 IMMUTABLE LAWS OF BRANDING  
The Law of Expansion : The power of



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brand is inversely proportional to its scope. The emphasis in most companies is on the short term. Line extension, mega branding, variable pricing and a host of other sophisticated marketing techniques are being used to milk brands rather than build them.

## **THE 22 IMMUTABLE LAWS OF**

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## **BRANDING**

Title: The 22 Immutable Laws of Marketing 1 The 22 Immutable Laws of Marketing. By Al Ries and Jack Trout ; 2 Definitions. Immutable (adjective) Unchanging or unable to change. Law (noun) A rule which cannot or should not be broken. 3. The Law of Leadership . Its better to be first than it is to be better.

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The basic issue in marketing is creating a

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This book presents 22 immutable laws of marketing that have stood the test of time, and determine the success (or failure) of your marketing strategy. It's

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an essential resource for any business owner, marketing or business executive. In this summary of the The 22 Immutable Laws Of Marketing, we'll outline the 22 marketing laws, and zoom in on a few specific laws in more detail.

**Book Summary - The 22 Immutable Laws Of Marketing: Violate ...**

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In the classic “The 22 Immutable Laws of Marketing,” Al Ries and Jack Trout expound on laws that are rooted in the ability to use storytelling to weave spellbinding brands and evoke emotion-filled loyalty. However, as the balance of power shifted away from advertisers to the people they used to target, the game has changed.

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## **The 22 Immutable Laws of Marketing No Longer Apply - ClickZ**

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In The 22 Immutable Laws of Marketing,  
Ries and Trout offer a compendium of 22  
innovative rules for understanding and  
succeeding in the international



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marketplace. From the Law of Leadership, to The Law of the Category, to The Law of the Mind, these valuable insights stand the test of time and present a clear path to successful products.

**The 22 Immutable Laws of  
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The 22 Immutable Laws of Branding is a practical, hands-on guide to the dos and don'ts of branding as expressed by 22 simple laws: the Law of Expansion, the Law of Contraction, the Law of Quantity, and more.

## **The 22 Immutable Laws of Branding (Blinkist Summary)**

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The 22 Immutable Laws of Marketing No Longer Apply, Part 3 Debunking the laws of singularity, unpredictability, success, failure, hype, acceleration, and resources. Last in a three part series.

## **The 22 Immutable Laws of Marketing No Longer Apply, Part 3**

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- The 22 Immutable Laws of Marketing, page xi. Imagine the billions of dollars that have been wasted on marketing programs that don't work. There is a perception that the answer to all marketing questions is the same: money. Al Ries and Jack Trout propose that more money has been wasted in marketing than any other human activity

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