

# The 22 Immutable Laws Of Mlm Shattering The Myths Multi Level Magic

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#### **The 22 Immutable Laws of Marketing - R-5**

The 22 Immutable Laws of Marketing Violate Them at Your Own Risk Al Ries and Jack Trout 22 Laws of Marketing 10/31/02 12:23 PM Page 2  
Dedicated to the elimination of myths and misconceptions from the marketing process 22 Laws of Marketing 10/31/02 12:23 PM Page 3 Contents  
Introduction ix 1 The Law of Leadership 2 The Law of the Category 3 The Law of the Mind 4 The Law of Perception 5

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In essence, the 22 Laws specify what will work in marketing and what doesn't As such, the laws gove rn marketplace success of failure Marketers and business managers can either learn these laws and work within their framework , or the laws will automatically be working against them Law # 1 -- Leadership

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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 It is better to be first than it is to be better 2 The Law of the Category If you can't be first in a category, set up a new category you can ...

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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 Line extension, mega branding, variable pricing and a host of other sophisticated marketing techniques are being

used to milk brands rather than build them

## **22 Immutable - marketingchienluoc**

THE 22 IMMUTABLE LAWS OF BRANDING To build a brand in a nonexisting category you have to do two things at once: You have to launch the brand in such a way as to create the perception that that brand was the first, the leader, the pioneer, or the original Invariably, you should use one of these words to describe your brand

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## **The 22 Immutable Laws Of Branding**

The 22 Immutable Laws Of Branding How to Build A Product or Service into a World-Class Brand By Al Ries and Laura Ries Harper Business 2002 ISBN 0 06 000773 7 255 pages BusinessSummariescom is a business book summaries service Every week, it sends out to subscribers a 9- to 12-page summary of a best-selling business

## **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

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The book illustrates, as did the 22 Immutable Laws of Marketing, how companies dilute their brands through line extensions (I personally believe this due to my personal experience / buying patterns and observations of others)6 The 22 Immutable Laws of Branding The 22 Immutable Laws of Branding: How to Build a Product or

## **Dick Maggiore- Advertise better with the 22 immutable laws ...**

(Editor's note: Third in a four-part series on Jack Trout's and Al Ries' time-tested book, The 22 Immutable Laws of Marketing) Jack Trout and Al Ries inspired a generation of advertising and marketing executives and creative directors when they published The 22 Immutable Laws of Marketing, and for good reason

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### **The 22 Immutable Laws of Branding - Unicusano**

The 22 Immutable Laws of Branding\* 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