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The 22 Immutable Laws of Marketing (22 ILM) was a difficult read because it contained multiple fallacies of false equivalence, which among other downfalls, caused much confusion. Without being experts in aerospace, technology, biology, brain science, and military, the authors suggested

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analogies to these subjects.

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The Law of Leadership The Law of Category The Law of the Mind The Law of Perception The Law of Focus The Law of Exclusivity The Law of the Ladder The 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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## **The 22 Immutable Laws of Marketing - Al Ries - Audiobook ...**

This book presents 22 immutable laws of marketing that have stood the test of time, and determine the success (or

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failure) of your marketing strategy. It's 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.

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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 short, buy it and read it.

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

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.

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### **Oylosas: [T793.Ebook] Get Free Ebook The 22 Immutable Laws ...**

In The 22 Immutable Laws of Marketing I find law 11 the most interesting. "The Law of Perspective" It states that most of the time in marketing (and life) the long term effect of something is usually the opposite of the short term effect. In the book Al Ries and Jack Trout use a 'sale' as an example.

### **The Law of Perspective - Bryan Tomie - Blog**

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## **[S369.Ebook] Ebook Download The 22 Immutable Laws of ...**

Twenty-two to be precise. In their book, "The 22 Immutable Laws of Marketing", Al Ries and Jack Trout, possibly the best marketing strategists the world has seen today, outline each of these laws in distinct detail. Right now, I'll be breaking down each of these 22 laws and summarizing them for you. Law #1: The Law of Leadership

### **"The 22 Immutable Laws of Marketing" by Al Ries & Jack Trout**

Published by marketing legends Al Ries & Jack Trout in 1993, The 22 Immutable Laws Of Marketing was meant as a guideline for companies to understand how they can make their products successful internationally and not just locally. Sure, you could try to go after Coca-Cola, but chances are you won't be able to accomplish much.

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

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## **Marketing Summary - Four Minute Books**

In The 22 Immutable Laws of Marketing, Ries and Trout offer a compendium of 22 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 and present a clear path to successful products.

## **The 22 Immutable Laws of Marketing (Audiobook) by Al Ries ...**

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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