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The 22 Immutable Laws of Marketing by Al Ries and Jack Trout

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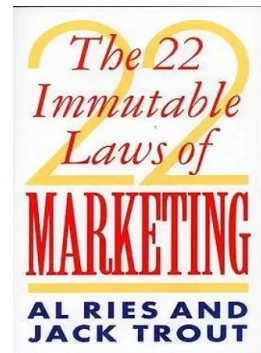
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Category: Marketing

(74 von 100)

Why: I want to integrate marketing laws into my business principle.

Goal: Learn and abuse one law of marketing to help both private and business life.



Action: Admit Obvious Flaws.

3 Key Concepts

1. Be first to create the connection.
2. Rather be strong somewhere, than weak everywhere.
3. Be candid and openly admit a negative.

Summary

How to admit obvious flaws?



Be upfront about a negative, and it must be **widely perceived as such**. It is so hard to admit because it is the truth, and you must mention it publically. Last I checked, everyone does their best to hide their own mistakes.

This book states 22 rules to show that marketing is **all about perception and not facts**. If you want to be successful with your brand, you must conquer space in the human mind.



Conquer the mind, not the facts.

Be the first to connect

You must connect with customers by owning a word in their minds. And the most efficient way to do it is to be the first in that specific category.

“ Marketing is a game of mental warfare. It’s a battle of perceptions, not products or services.

Be strong at one thing

We have a limit. Limit on time, money, and effort. The most common mistake ever is trying to be the best at everything. Trying to serve everyone by selling everything you can have your hands on.





Department stores are the prime example of a price war battlefield.

“ In the long run and in the presence of serious competition, line extensions almost never work.

But why are all companies doing it? Why is it so tempting? One reason is that it can be a winner in the short term.

Start giving things up. Namely, product line, target market, constant change. **Reduce it to ONE!** All your power, your focus on ONE product that makes customers happy the most.

Admit it you are not the best

If your name is bad, you have 2 choices: change the name or make fun of it. Literally.

Why **honesty works** so well in marketing, especially in this era? Because the **explosive growth of communications** in our society made people **defensive and cautious** about what others are trying to sell them. Admitting obvious flaws is something a few companies do.

“ Honesty is the best policy.

To sum up

Throughout the book, it is easily noticed that the rules of marketing are about **perception**. To own a word in a customer's mind. This comes when the brand is highly focused on the **available space** left in the market or the space they **created for themselves**.

Goal check: I learned that the marketing laws are about perception and are ready to enhance it.

Wasu's Review

(5.0 / 5.0)

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