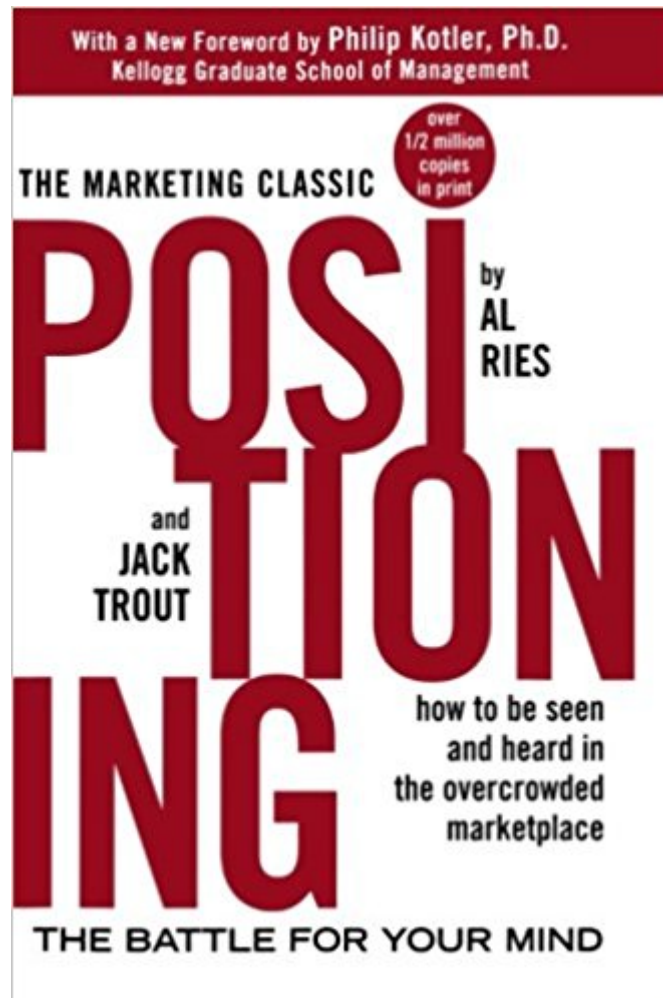


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Positioning: The Battle For Your Mind



Synopsis

The 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 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 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. Revised to reflect significant developments in the five years since its original publication, *Positioning* is required reading for anyone in business today.

Book Information

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Customer Reviews

If you are building a brand or a business you need to think about positioning and branding. What is it that you want to stand for that is unique and different in the market place? Positioning isn't just for big brands - it is for any brand (even your personal brand. I would definitely recommend this book - it

is well worth the read, but I would probably only give it 3.5 stars out of 5. The main reason is that the examples are WAY out of date (the book is 30 years old). The principles still apply today, however it is tough to follow a book that is referencing examples from when I was 2 years old. I have also read another book by the same authors "The 22 Immutable Laws of Branding" and I liked this MUCH more. So, bottom line: It is a good book, worth a read, solid principles, but out of date. This book is especially relevant if you work for a big company (most of the examples are big company examples), but the principles can also be applied to any business, or your personal brand.

Key Points:

- * The position of your brand or business is in the eyes of your prospect or customer. It doesn't matter what you think your business or brand stands for or is about. The key is the perception that your customers have. "Positioning is how you differentiate yourself in the mind of the prospect. That is, you position the product in the mind of the prospect."
- * Our society is overcommunicated. Even 30 years ago there were so many commercials that you had to really work to break through the noise. "We have become the world's first overcommunicated society. Each year we send more and receive less"
- * It is difficult to change minds. If your positioning strategy involves changing that people already think you will have a difficult time.

A classic in marketing how-tos, the authors explain the importance of offering something for sale that appeals to the buyer, not to the seller, creator, or manufacturer. The product is positioned relative to the consumer, and her needs and viewpoints of value. The basic theory is that you get into the mind of your consumer, and position your product accordingly. And on that point, almost anyone would have to agree. You will not find the gory details in this book that you'll need to execute a marketing plan, though, but the general theme is examined, as well as various positioning examples (everything from Kleenex to Heinz Ketchup - or was that pickles?). I was particularly disappointed about a lack of methodology to reach a positioning statement, other than some fairly broad "rules", lightly applied throughout the book. There were six questions at the end that were helpful, but did not constitute a rigorous method - well, any method really - to create a "position". If anything, I would have wished for the method that could be used to create positioning for a product, or to test a company's current positioning, rather than have as many examples of positioning failures. Some of the author's examples seemed contradictory, and especially when the authors claimed that brand extension amounts to a virtual see-saw - one product steals the brand identity from another (Heinz Ketchup vs. Heinz Pickles - who is Heinz!?). From hindsight, it can be seen that some brand extensions have been extremely successful, while others aren't.

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