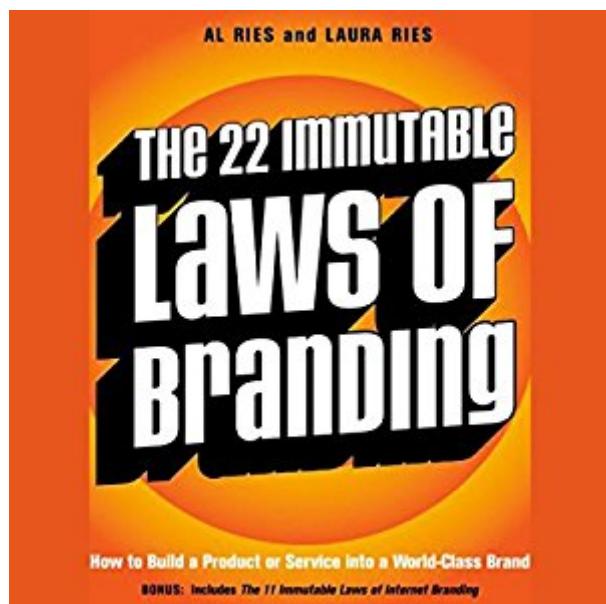


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# The 22 Immutable Laws Of Branding



## Synopsis

Everyone knows that building your product or service into a bona fide brand is the only way to stand out in today's insanely crowded marketplace. The only question is how do you do it? This is the definitive text on branding, distilling complex theories and principles behind this key marketing term into in twenty-two easy-to-read vignettes including: The Law of Contraction A brand becomes stronger when you narrow its focus The Law of the Word A brand should strive to own a word in the mind of the consumer The Law of Fellowship In order to build the category, a brand should welcome other brands World-renowned marketing guru Al Ries and his daughter and business partner Laura Ries examine brand-blazing strategies from the world's best, including Coca-Cola, Xerox, BMW, Federal Express and Starbucks, to provide you with the expert insight you need to build a world-class brand. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

The 22 Immutable Laws of Branding was primarily written by Laura Ries - Al Ries was a co-author on the book - in case anyone didn't know. Such information is available at their website. I rank this book a solid 5 star book because the insights / examples provided far outweigh any concerns / problems I found with the book. This book caused me to look at advertising / marketing from a different perspective in my daily life which is what I use to evaluate if something is a 5 star book! I loved The 22 Immutable Laws of Branding for the following reasons: 1. It flat out states the importance of marketing & branding, which is important to separate in the readers' mind before beginning. As they state "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 relations in the world won't help you achieve your objective."2. The Ries' call it like they see it. Excellent examples of marketing / advertising stupidity / effectiveness are provided.3. They talk about the plethora of products that are produced each year.4. They discuss how businesses must get inside a consumer's mind (AKA positioning) to win the war. Volvo = safety, BMW = Ultimate Driving Machine, Mercedes = prestige, Toyota = Reliability, Ford = ?, Chevy = ?. The Ries' clearly spell out an excellent reason as to why the U.S. automanufacturers are getting killed.5. 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.

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