



Positioning: The Battle for Your Mind, 20th Anniversary Edition

Al Ries, Jack Trout

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“Ries and Trout taught me everything I know about branding, marketing, and product management. When I had the idea of creating a very large thematic community on the Web, I first thought of Positioning....”
—David Bohnett, Chairman and Founder of GeoCities

A handsome edition of the original 1981 text, this 20th Anniversary Edition makes available to business and marketing professionals—including tens of thousands of Ries and Trout groupies, worldwide—the work that forever changed the way marketing strategy is done. This new edition features commentary from the authors that offers fresh insight into why “positioning” a product in a prospective customer’s mind is still the most important strategy in business, and includes numerous examples of campaigns that followed, or didn’t follow, Ries and Trout’s thinking.



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