

THE 22 IMMUTABLE LAWS OF MARKETING

Violate Them At
Your Own Risk

AL RIES & JACK TROUT

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at <http://www.summaries.com>.

MAIN IDEA

It's basic human nature to assume that anything is possible. In a field like marketing, for example, most people would readily agree with the idea you can achieve any marketing objective that can be named if you're energetic enough, creative enough and if you have enough time and money.

Yet in the real world if you attempt to construct a new building ignoring the laws of nature (like sound engineering), you're going to fail no matter how good your intentions. The same applies to building a marketing program. If you violate the 22 Laws of Marketing (either intentionally or inadvertently), your marketing program is doomed to fail, irrespective of everything that may be done or every resource that may be thrown at it.

In essence, the 22 Laws specify what will work in marketing and what doesn't. As such, the laws govern marketplace success or failure. Marketers and business managers can either learn these laws and work within their framework, or the laws will automatically be working against them.

Law # 1 -- Leadership

It's always better to be first to market rather than waiting to get to market with a better product. Page 2

Law # 2 -- The Category

If it's impossible to be first in a category, invent a new category in which you can be first to the market in. Page 2

Law # 3 -- The Consumer's Mind

It's better to be first in the mind of the consumer than to be first in the marketplace. Page 2

Law # 4 -- Perception

Marketing is never a battle of products. It is always a battle of perceptions. Page 3

Law # 5 -- Focus

The key to success in marketing is to find an effective way to come to own a word in the mind of the prospect. Page 3

Law # 6 -- Exclusivity

No two companies can own the same word in the mind of the prospect or customer. Page 3

Law # 7 -- The Law of the Ladder

The marketing strategy you should use will be dependent on which rung of the ladder you occupy. Page 3

Law # 8 -- Duality

Over the longer term, every marketing battle eventually becomes a two horse race. Page 4

Law # 9 -- The Opposite

If you're aiming for second place in the industry, your best strategy is determined by the leader. Page 4

Law # 10 -- Division

Over a period of time, most categories will divide into numerous segments, each acting like a category. Page 4

Law # 11 -- Perspective

The results of marketing programs only become apparent over an extended period of time. Page 5

Law # 12 -- Line Extensions

There's often an irresistible temptation to extend the equity of a successful brand into unrelated fields. Page 5

Law # 13 -- Sacrifice

You have to actually give up all the choices and focus on one thing in order to achieve anything significant. Page 5

Law # 14 -- Attributes

For every attribute used in its marketing, there is an opposite attribute someone else can use effectively. Page 6

Law # 15 -- Candor

Anytime you admit a negative in your marketing, the prospect will treat that admission positively. Page 6

Law # 16 -- Singularity

In every marketing situation, there is always one move that will open the floodgates of substantial success. Page 6

Law # 17 -- Unpredictability

Unless you're writing your competitor's plans, the future will always be unpredictable. Page 7

Law # 18 -- Success

Business success often leads to arrogance, which in turn leads to failure. Page 7

Law # 19 -- Failure

Failure in marketing should be both expected and accepted. Page 7

Law # 20 -- Hype

The real situation with any marketing program is quite often the exact opposite of how it is reported. Page 8

Law # 21 -- Acceleration

Successful marketing programs are built on trends, not on temporary fads. Page 8

Law # 22 -- Resources

Without adequate funding, a good idea will never get off the ground. Page 8

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

