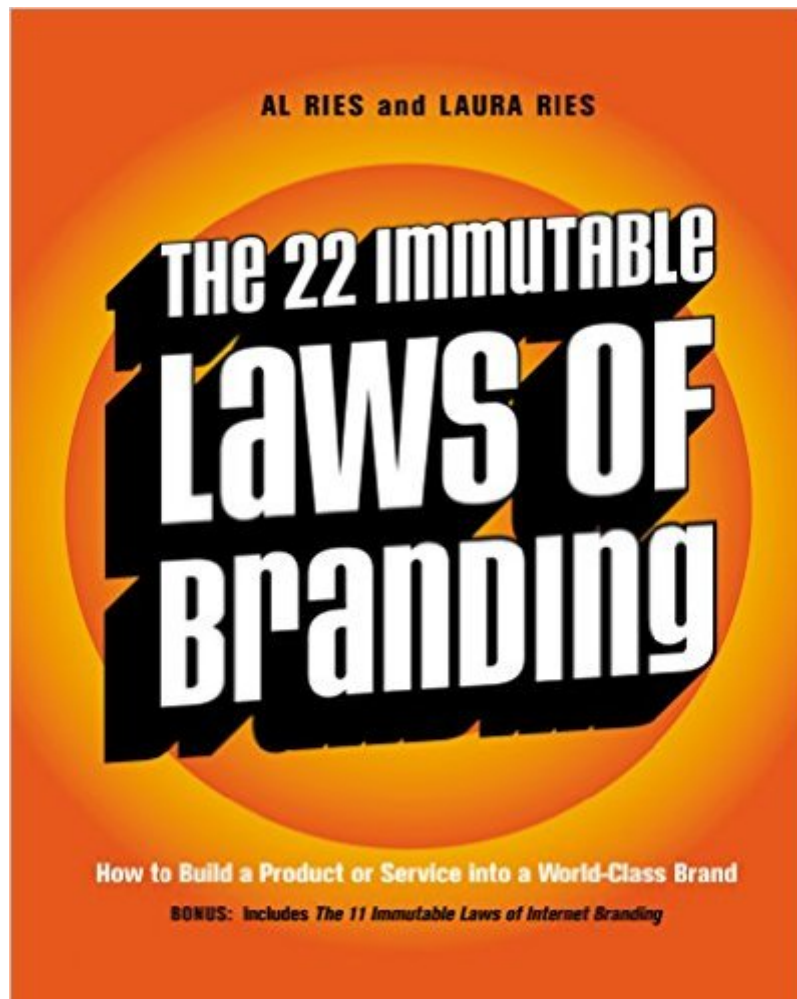# The 22 Immutable Laws Of Branding: How To Build A Product Or Service Into A World-Class Brand

Synopsis

This marketing classic has been expanded to include new commentary, new illustrations, and a bonus book: The 11 Immutable Laws of Internet Branding.Smart and accessible, The 22 Immutable Laws of Branding is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries. Combining The 22 Immutable Laws of Branding and The 11 Immutable Laws of Internet Branding, this book proclaims that the only way to stand out in today's marketplace is to build your product or service into a brandâ "and provides the step-by-step instructions you need to do so.The 22 Immutable Laws of Branding also tackles one of the most challenging marketing problems today: branding on the Web. The Rieses divulge the controversial and counterintuitive strategies and secrets that both small and large companies have used to establish internet brands. The 22 Immutable Laws of Branding is the essential primer on building a category-dominating, world-class brand.

Book Information

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Marketing

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 bookI 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.

The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand The 22 Immutable Laws of Branding Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand The 22 Immutable Laws of Marketing: Exposed and Explained by the World's Two The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) The Food Service Professional Guide to Controlling Restaurant &

Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) The 22 Immutable Laws of Marketing The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk! Think And Grow Rich (Annotated): Includes The 10 Immutable Laws of Success & Link to Audiobook How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market)

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