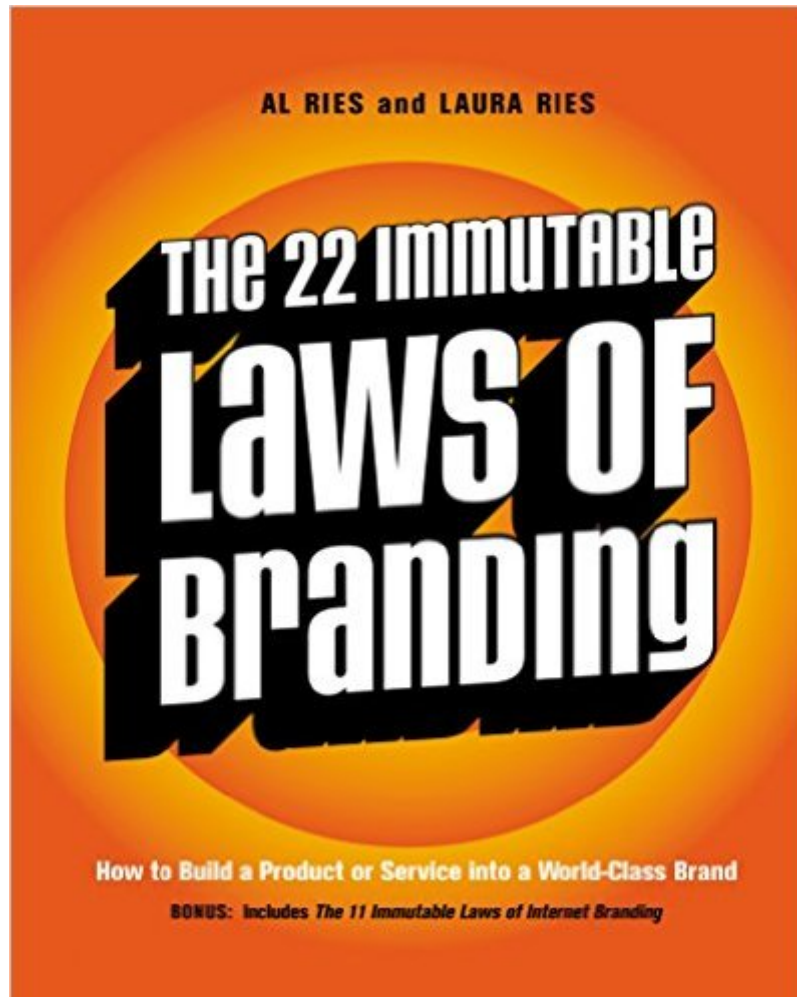


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# The 22 Immutable Laws Of Branding: How To Build A Product Or Service Into A World-Class Brand



## 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 brand—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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## 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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