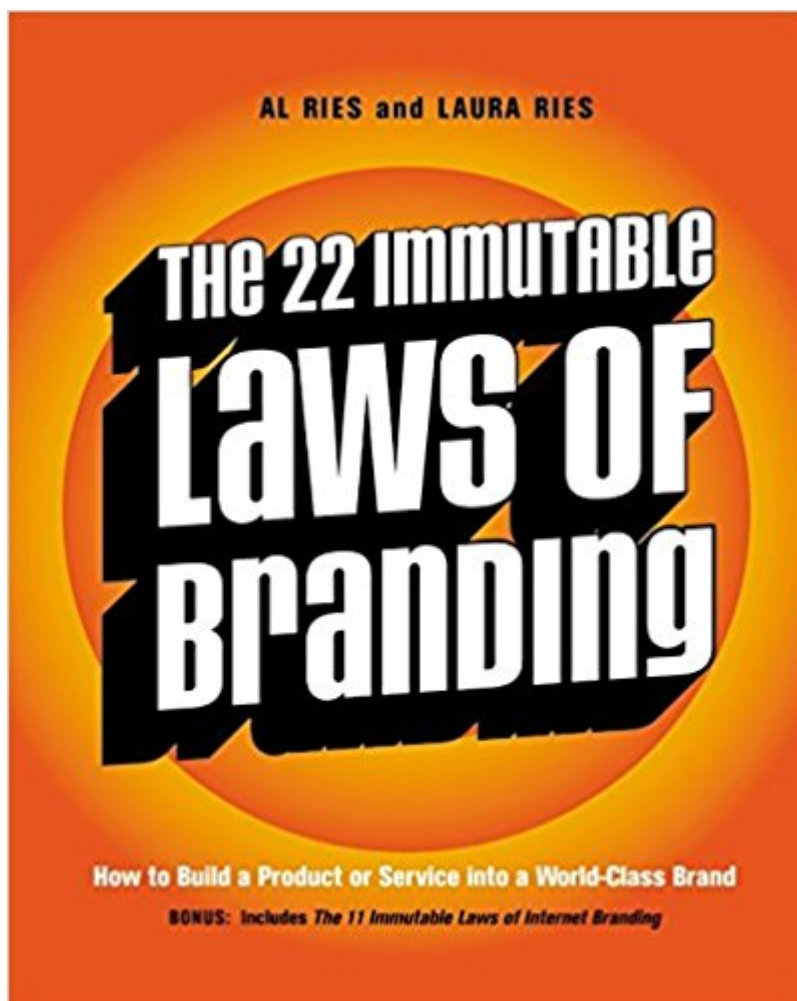


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# The 22 Immutable Laws Of Branding



## 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

When you call a book *The 22 Immutable Laws of Branding*, you're pretty much ruling out Oprah's Book Club as potential buyers. (Not that Oprah herself isn't a terrific brand.) This is an audiobook for a narrow demographic: entrepreneurs, top managers, and public-relations directors. Coauthor Al Ries comes off like the eccentric genius that most of these managers keep in a basement office, only listening to when necessary. When he says, "The power of a brand is inversely proportional to

its scope," and hectors managers with the idea that "customers want brands that are narrow in scope," you know he's right (he backs himself up with dozens of examples), and you know it's the last thing powerful, expansion-minded businesspeople want to hear. Coauthor Laura Ries, his daughter and marketing-firm partner, also reads sections. (Running time: 1.5 hours, one cassette)  
--Lou Schuler --This text refers to an out of print or unavailable edition of this title.

“Indispensable to anyone seeking to build a business into a recognized brand.”  
(--Philip J. Romano, CEO, Romano Enterprises)  
“Al Ries demonstrates that marketers need two skills: building a brand and keeping it alive. Through stellar company profiles and keen insights, this book will show them how.”  
(--Philip Kotler, Professor of International Marketing, J.L. Kellogg Graduate School of Management, Northwestern University)  
“Anyone looking to market their company successfully has to read The 22 Immutable Laws of Branding.”  
(--Patrick M. Sullivan, CEO, SalesLogix)  
“Provides a worthwhile addition to the branding library. This book is worth buying.”  
(--Atlanta Business Chronicle)  
“If you want to...lasso consumers and burn brand identity into their minds, read this book.”  
(--Advertising Annual 1999)

What a frustrating read from someone who believes there is more to a Company and its Products than just its brand. First off... Ignore the entire last half of the book on anything web based (what they call "the Net"). To be fair..the book was written in 2002, a stone-age ago in terms of the Internet, but the narcissistic assumptions made are so far off.... Such as...-Yahoo is the global leader in search and always will be (Google yet?)- is the leader in online book sales, but will fail if they expand outside of books...-eTrade will fail because of its name alone-AOL/CompuServe will continue to dominate-.....and the list goes on. Even for the first half of the book (and a part at the very end), read the suggestions/lessons, but not the examples that say such things as...-GM/Chev have lost market share, because of their confusing product naming (Ever heard of quality coming into a customer's decision to purchase?!)-Levi's failed because of branding (not because every other company made their jeans overseas at 10% the cost)-Apple needs to stick to computers. No one wants to surf the web from their phone, or listen to music from their phone.-Product always diverge, no one wants convergence (opposite of what a smart phone, table, PC, TV, Xbox is today?)...In business schools we used to call books like this "airport business books" that sell to people rushing through airports with their flashy covers and catchy titles. Again, read the first 22 laws, but ignore the examples. The authors wrote their law and then looked to the market to prove their point. Not

research based where you have controls, variables and prove results based on research evidence. Ignore the 11 laws of Internet Branding. Go in knowing that everything to the authors is black-and-white and only their opinion matters. I could go on ... but it would violate my law of moving onto better things.

I have a business background but no marketing/publicity experience. This book was a great, great (that is great two times) at teaching the fundamentals of branding and even when marketing and publicity come into the equation. A must for anyone wanting to create a service or product in this new marketplace. Especially online.

One of the best straight forward, to the point, apply immediately and get a better result books you can buy on a marketing subject. I had worked in the business world for fifteen years before I started my own one man operation twenty eight years ago. I have read many marketing books, I read economic, marketing, and small business articles all the time, and I focus on those same subjects on news and talk shows ('Your Business' w/ J. J. Ramberg Sunday mornings on MSNBC, etc.). This book is one of the best collections of immediately applicable high quality marketing information you are ever going to find. There may be many books just as good as this one, but none better. P.S. You should also buy 'The 22 Immutable Laws of Marketing' and 'Positioning' by the same authors. They will be the best set of marketing books you will own.

This has been an awesome book!!! As I've been working on rebranding my business, turning it from a mom hobby into a real company, this book has given invaluable insights!! Definitely a must have for anyone in the business industry! Or anyone that likes to understand the how and why behind things. It's near to now be able to recognize certain factors that go into business and see how they all relate.

I've been an advertising copywriter for 25 years. This is one of three books I recommend to anyone wanting to become a more effective copywriter or marketer. The principles in this book are so simple, a lot of companies won't try them (or abandon them for some new idea). I've been around long enough to watch them proved true over and over again--for big brands and small businesses.

I've been around for a long time and was humbled by the information in this book. I realized how uninformed I really was. You're never too young or too old if you are in business to learn how and

why branding works. I felt like I took a full semester of college in Branding and the read was hard to put down and it left me wanting more... An exceptional and well written book.

This book is a must-have for anyone who has their own product or company. Very readable with tons of insight. Love it!

It is hard to place 100% faith in the laws when some of the references have fallen out of context. Yahoo is no longer the dominant search engine. It's Google and search engine still plays a role. Also not only expanded into everything (not just books), but also has been insanely successful. Aside from that the book is great.

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