

# The 22 Immutable Laws of Marketing

## Chapter 1: The Law of Leadership

*Summary: It's better to be first than it is better.*

It's much easier to get into the mind first than to convince someone you have a better product than the one that did get there first.

In today's competitive environment, a me-too product with a line extension name has little hope of becoming a big profitable brand.

The **leading brand** in any category is almost always the first brand into the prospect's mind.

Not every first is going to become successful. Timing is an issue—your first could be too late.

People tend to stick with what they've got.

The first brand tends to maintain its leadership because the name often becomes generic (e.g. "How do I make a Xerox?").

If introducing the first brand in a new category, you should always try to select a name that can work generically.

Marketing is a battle of perceptions, not products.

*For example, Starbucks was the first coffee chain to create the concept of the "third place" - a place to go between home and work. They are now the clear leader in this category, despite other coffee chains trying to replicate their success.*

## Chapter 2: The Law of Category

*Summary: If you can't be first in a category, set up a new category you can be first in.*

If you didn't get into the prospect's mind first, don't give up hope. Find a new category you can be first in. It's not as difficult as you might think.

When you launch a new product, the first question to ask yourself is not "How is this product better than the competition?" but "First, what?" In other words, what category is this new product first in?

Everyone is interested in what's new. Few people are interested in what's better.

When you're the first in a new category, promote the category. In essence, you have no competition.

*For example, Red Bull created the energy drink category and is now the leader in that category.*

## Chapter 3: The Law of The Mind

# 22 Immutable Laws Of Marketing Pdf

**Smita Kaushik**



## 22 Immutable Laws Of Marketing Pdf:

Digital Marketing For Dummies Ben Carter, Gregory Brooks, Frank Catalano, Bud E. Smith, 2011-01-06 Thirty million online UK customers are just a click away and Digital Marketing For Dummies shows you how to reach them The author team of internet and marketing experts introduce you to the latest high impact tools and techniques so you can promote your business with creativity and innovation and stand out from your competitors **Marketing Essentials - Everything you need to know to get started** Smita Kaushik ,2024-07-22 In today s competitive landscape understanding marketing is no longer optional it s essential for businesses of all sizes This book Marketing Essentials Everything you need to know to get started serves as your one stop guide equipping you with the fundamental knowledge and practical strategies you need to succeed Marketing Essentials provides a clear concise and engaging approach to marketing packed with real world examples and practical exercises to help you implement your learnings By the end of this book you ll be well equipped to develop and execute a winning marketing strategy that drives results for your business **Marketing Communications** Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context **Internet Marketing For Dummies** Frank Catalano, Bud E. Smith, 2000-11-15 This update to Marketing Online For Dummies includes all of the great topics from the original book plus an additional focus Internet advertising a very hot topic The right Internet advertising campaign can cost very little and make a product launch or even a company a winner the wrong approach can be a huge waste of time and effort The authors have hands on experience doing both guerrilla marketing and million dollar deals in this critical area Also covered in this edition is a quick start guide to getting net savvy a survival requirement in the Web marketing world Strategic Marketing Management Mark E. Parry, 2005 Darden School professor Mark Parry describes the key principles that should guide practising managers as they define the meaning of new brands and manage those brands over time Using cases and examples he helps managers decide which options to follow when deciding how to approach branding and positioning **The Role of the Media in Promoting and Reducing Tobacco Use** Ronald M. Davis, 2008 *The Cornwallis Group XII Cornwallis Group. Meeting*, Pearson Peacekeeping Centre, 2008 **Blueprint for Your Library Marketing Plan** Patricia H. Fisher, Marseille M. Pride, 2006 In these challenging times libraries face fierce competition for customers and funding Creating and implementing a marketing plan can help libraries make a compelling case and address both issues attracting funding and customers by focusing on specific needs But where and how do you start *Destination Marketing* Steven Pike, 2015-12-14 Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations DMOs and how destination marketing can be planned implemented and evaluated to achieve successful destination competitiveness This new second edition has been revised and

updated to include new slimline 15 chapter structure new chapters on Destination Competitiveness and Technology new and updated case studies throughout including emerging markets new content on social media marketing in destination marketing organisations and sustainable destination marketing additional online resources for lecturers and students including PowerPoint slides quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer business national and international level by using topical examples

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