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Trout wrote Positioning: The Battle for Your Mind more than 20 years ago, but the concepts hold true today when reaching target customers in a crowded marketplace. Positioning is an aggregate of the

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perceptions that consumers hold in their minds concerning other products and companies.

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strong competitor and create a weak spot; Use your present position to its best advantage; Choose the best name for your product

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and was written by Al Ries. The book was published in multiple languages including English, consists of 213 pages and is available in Paperback format.

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## **Positioning: The Battle for Your Mind**

The position that leaders want to occupy the brains of consumers is simple: analyze market and consumer vacancies, fight for time to

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fill vacancies, and use value advantages and brand advantages to intercept opponents. However, the leader should be wary of: Do not blindly expand, do not casually expand the product.



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The first book to deal with the problems of communicating to a skeptical, media-blitzed public, Positioning

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describes a revolutionary approach to creating a "position" in a prospective customer's mind—one that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in

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their trademark witty, fast-paced style, advertising gurus Ries and Trout explain how to:

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Positioning: The Battle for Your Mind by Al Ries The first book to deal with the problems of communicating to a skeptical, media-blitzed public, Positioning

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Instead of trying to fight for a position in the prospects mind as the best cola, or the best fast food



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burger, your best bet is to position yourself in a different créneau, or niche. Essentially,...

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- Build your strategy around your competition's weaknesses
- Reposition a

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strong competitor and create a weak spot

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"To repeat, the first rule of positioning is: To win

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the battle for the mind, you can't compete head-on against a company that has a strong, established position. You can go around, under or over, but never head-to-head." "The leader owns the high ground. The

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No. 1 position in the prospect's mind.

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you're not the first you have to find a way into the mind of the customer.; 1.2.3 You can use a competitor's brand to help reposition your own brand.

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