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The 22 Immutable Laws of Branding (Blinkist Summary)

And for good reason, contend well-known strategist Al Ries and his daughter Laura Ries in The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand. "Marketing is building a brand in the mind of the prospect," they write. "If you can build a powerful brand you will have a powerful marketing program.

Amazon.com: The 22 Immutable Laws of Branding: How to ...

The 22 Immutable Laws of Branding How to Build a Product or Service into a World-Class Brand by Al Ries 2. The Law of Expansion The power of a brand is inversely proportional to its scope. When you put your brand name on everything, that name loses its power. 3.

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Now "branding" is marketing's catchphrase, and Ries has already teamed with daughter

Laura to set out The 22 Immutable Laws of Branding (1998). Arguing that the Internet will change our lives more than either TV or the computer, the Rieses here offer 11 invariable rules for building brands on "the Net."

The 11 Immutable Laws of Internet Branding: Ries, Al, Ries ...

This book is the result of their hands-on work with both large and small companies as well as Internet start-ups and established Internet brands. Brash, bold, and mercifully succinct, The 11 Immutable Laws of Internet Branding is the definitive text for businesses eager to jump on the Internet expressway. In the book you'll learn why: This is also one of the factors in getting the software documents from this [Immutable Laws Of Branding How To Build A Product Or Service Into A World Class Brand](#) online. You might not need more period to spend to go to the book instigation as without difficulty as research for them. In some cases you do not uncover the proclamation Immutable Laws Of Branding How To Build A Product Or Service Into A World Class Brand you are looking for. It will be definitely wasting time.

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