
Positioning The Battle For Your Mind

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The Battle For Your Mind book to stay clear of the risk of losing them because of a device malfunction or unintended deletion. You can use cloud storage services or external disk drives to save your publications securely.

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Positioning: The Battle for Your Mind

McGraw Hill Professional

Long considered required reading for anyone in business, this seminal marketing classic is now available in trade paperback.

Positioning: The Battle For Your Mind

Tata McGraw-Hill Education

It shook up the world of

marketing with all the force of a 20-megaton bomb, and now, two decades later, Positioning is still as fresh and, perhaps, even more relevant, for advertisers in the New Economy. To commemorate the 20th anniversary of the classic book that changed an industry, McGraw-Hill has reunited mavens of marketing Al Ries and Jack Trout to make available to another generation of advertisers the book that forever changed the way advertising is done. The 20th Anniversary Edition features commentary from the authors that offers fresh insight into why positioning a product in a prospective customer's mind is still the most important strategy in

business. Ries and Trout look back over two decades of campaigns, offering penetrating analyses of some of the most phenomenal successes and unbelievable failures in advertising history. The first book to deal with the problems of communicating to a skeptical, over-communicated public, Positioning describes a revolutionary approach to creating a position in a prospective customer's mind that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, Ries and Trout explain how to position an industry leader so that it gets into people's minds and stays there, how to

position a follower so that it can occupy a space not claimed by the leader, and how to avoid letting a second product ride on the coattails of an established one.

Marketing Warfare

McGraw Hill Professional

"A business book with a difference: clear-cut advice, sharp writing and a minimum of jargon." *Newsweek*
 "Revolutionary! Surprising!" *Business Week*
 "Chock-a-block with examples of successful and failed marketing campaigns, makes for a very interesting and relevant read." *USA Today*

Differentiate Or Die

Survival in Our Era of Killer Competition

John Wiley & Sons

Now that product differences are rapidly and easily copied, or are perceived to be minimal, differentiating a company's products and services from the competition has become key to corporate survival. Marketing guru Jack Trout delivers a practical guide for businesses on developing powerful differentiation strategies.

Focus

The Future of Your Company Depends on It *Harper Collins*

What's the secret to a company's continued growth and prosperity? Internationally known marketing expert Al Ries has the answer: focus. His commonsense

approach to business management is founded on the premise that long-lasting success depends on focusing on core products and eschewing the temptation to diversify into unrelated enterprises. Using real-world examples, Ries shows that in industry after industry, it is the companies that resist diversification, and focus instead on owning a category in consumers' minds, that dominate their markets. He offers solid guidance on how to get focused and how to stay focused, laying out a workable blueprint for any company's evolution that will increase market share and shareholder value while ensuring future success.

**REPOSITIONING:
Marketing in an Era
of Competition,
Change and Crisis**
*McGraw Hill
Professional*

The book that completes Positioning . . . Thirty years ago, Jack Trout and Al Ries published their classic bestseller, Positioning: The Battle for Your Mind—a book that revolutionized the world of marketing. But times have changed. Competition is fiercer. Consumers are savvier. Communications are faster. And once-successful companies are in crisis mode. Repositioning shows you how to adapt, compete—and succeed—in today's overcrowded marketplace. Global marketing expert Jack Trout has retooled his most effective

positioning strategies—providing a must-have arsenal of proven marketing techniques specifically redesigned for our current climate. With Repositioning, you can conquer the “3 Cs” of business: Competition, Change, and Crisis . . .

BEAT THE COMPETITION: Challenge your rivals, differentiate your product, increase your value, and stand out in the crowd.

CHANGE WITH THE TIMES: Use the latest technologies, communications, and multimedia resources to connect with your consumers.

MANAGE A CRISIS: Cope with everything from profit losses and rising costs to bad press and PR nightmares. Even if your company is doing well, these cutting-edge marketing

observations can keep you on top of your game and ahead of the pack. You’ll discover how expanding product lines may decrease your overall sales, why new brand names often outsell established brands, and why slashing prices is usually a bad idea. You’ll learn the dangers of attacking your competitors head-on—and the value of emphasizing value. You’ll see how consumers can have too many choices to pick from—and what you can do to make them pick your brand. Drawing from the latest research studies, consumer statistics, and business-news headlines, Trout reveals the hidden psychological motives that drive today’s market. Understanding

the mindset of your consumers is half the battle. Winning in today's world is often a matter of repositioning. It's how you rethink the strategies you've always relied on. It's how you regain the success you've worked so hard for. It's how you win the new battle of the mind.

Superconsumers

A Simple, Speedy, and Sustainable Path to Superior Growth

Harvard Business Review Press
Pork dorks. Craftsters. American Girl fans. Despite their different tastes, these eclectic diehards have a lot in common: they're obsessed about a specific brand, product, or category. They pursue their passions with fervor, and they're

extremely knowledgeable about the things they love. They aren't average consumers—they're superconsumers. Although small in number, superconsumers can have an outsized impact on a company's bottom line. Representing 10% of total consumers, they can drive between 30% to 70% of sales, and they're usually willing to spend considerably more than the average consumer. And because they're so engaged and passionate, they can offer invaluable advice to managers looking to improve their products, change their business models, energize their cultures, and attract new customers. In Superconsumers, growth strategy expert

Eddie Yoon lays out a simple but extremely effective framework that has helped companies of all types and sizes achieve more sustainable growth: he'll show you how to find, listen to, and engage with your most passionate and profitable consumers, and then tailor your decisions to meet their wants and needs. Along the way, he'll let you into the minds and homes of superconsumers of all kinds, revealing what makes them tick and why they're willing to spend so much more than other consumers. Rich with data and case studies of companies that have implemented superconsumer strategies with great success, *Superconsumers* is a

fun, practical, and inspiring guide for anyone interested in making their best customers even better.

Jack Trout on Strategy *McGraw Hill Professional*

The author of *Positioning and Marketing Warfare* summarizes his key ideas about marketing strategy in an accessible format, discussing the ways in which "positioning" is an essential concept in marketing.

The Killer Angels

A Novel

"My favorite historical novel . . . a superb recreation of the Battle of Gettysburg, but its real importance is its insight into what the war was about, and what it meant."—James

M. McPherson In the four most bloody and courageous days of our nation's history, two armies fought for two conflicting dreams. One dreamed of freedom, the other of a way of life. Far more than rifles and bullets were carried into battle. There were memories. There were promises. There was love. And far more than men fell on those Pennsylvania fields. Bright futures, untested innocence, and pristine beauty were also the casualties of war. Michael Shaara's Pulitzer Prize-winning masterpiece is unique, sweeping, unforgettable—the dramatic story of the battleground for America's destiny.

Bottom-up

Marketing Plume

Offers revised thinking on management practice, emphasizing tactics, rather than arbitrary decision making, to guide strategy, and contains step-by-step procedures for a marketing campaign

Upstream Marketing

Unlock Growth Using the Combined Principles of Insight, Identity, and Innovation *Greenleaf Book Group*

In *Upstream Marketing*, authors Tim Koelzer and Kristin Kurth share best practices, research, case studies, and analysis informed by their more than twenty years of experience helping transform client brands and businesses through their work at

EquiBrand Consulting, a top management consultancy. The result is a groundbreaking deep-dive into the fundamentals of upstream marketing—the process of identifying and fulfilling customer needs, which relies on the strategic implementation of three core principles: insight, identity, and innovation. An invaluable tool for business leaders looking for mindset, strategy, and processes that will help them improve their organization proactively, instead of reactively. Upstream Marketing includes meticulous analysis of seven profile companies, breaking down the values and principles that make them great—and

offering some how-to tips you can apply yourself. The authors also draw on examples from their own work with clients to help illustrate how applying the principles of upstream marketing correctly and at the right time can impact the health, growth, and success of any business.

Positioning the Brand

An Inside-Out Approach *Routledge*

Positioning is hot. Not only in the realm of consumer goods manufacturers, but also for other companies, institutions, governments and even individual persons. An explosion of good quality products on the market and targeted

media and advertising campaigns has led to an increasing interest from organizations as to how to strategically position their brand. Up to now, only a few books on positioning were published. *Positioning the Brand* picks up the gauntlet with an approach based on two fundamental choices: Firstly, the book was written from the perspective of the brand manager, and has therefore been shaped as a practical roadmap. Secondly, this book advocates a new stance on positioning, teaching the reader to look from the inside-out, instead of adopting the usual outside-in methodology. This inside-out approach departs from an analysis of the

corporate identity, enabling better fulfilment of external positioning, and ensuring internal support. This book is intended for (future) managers, marketing professionals and communication professionals responsible for the commercial success and reputation of a brand. The contents have a practical set-up, reinforced by engaging examples, and enable the reader to individually complete a positioning process.

Animal Farm
*Diamond Pocket Books
Pvt Ltd*

George Orwell was a much-respected English novelist, who wrote some of the finest pieces in literary criticism, fiction. Orwell's work is known

for its simplicity and wit. He wrote with smartness on subjects such as anti-fascism, democratic socialism etc. His best works include "ANIMAL FARM". It's an allegorical novella. It got published in August 1945. The fiction based on Farm animals, the author has named them too. Such as Major (a majestic-looking pig), 3-dogs (Bluebell, Jessie, and Pincher), many hens, pigeons, ducklings, sheeps and cows. Two horses, Boxer and Clover. Amongst them, Major is their leader. He wanted to speak on "the nature of life on this earth" and "How any animal is now living". The author has nicely elaborated through these Characters about the animals' misery and

slavery. Animals complain that despite their hard labour, why then do they continue in the miserable condition? They also complain about human beings that they use to steal nearly the whole of their produce. Their main enemy is - Man. So, remove Man from the scene and the root cause of hunger and overwork will be abolished for ever. The book narrates about the agony of ill-treated farm animals. Then what decision they take and how this Animal Farm born, everything has become very interesting. The ultimate satire on fascism. A must-read book. "A Wise, Compassionate, and Illuminating Fable for our Times" THE NEW YORK TIMES "Orwell's Satire is Amply Broad,

Cleverly Conceived,
and Delightfully
Written □ SAN
FRANCISCO
CHRONICLE
□ Absolutely First-
Rate... Comparable to
Voltaire and Swift □ THE
NEW YORKER

**Get to Aha!:
Discover Your
Positioning DNA and
Dominate Your
Competition** McGraw

Hill Professional

From the marketing
strategist who helped
Steve Jobs launch the
original Apple
Macintosh comes a
groundbreaking guide
to positioning any
company for industry
dominance Andy
Cunningham has been
at the forefront of tech
and innovation since
day one, and she's
been helping
companies create new
product categories

ever since. Now she
reveals the winning
framework she uses to
transform markets and
industries. Get to Aha!
shows how to establish
the kind of foundation
world-class brands are
built on. Too many
business leaders fail to
ask the most basic
questions about their
company—Who are
we? And why do we
matter?—before they
leap right into
branding. Big mistake.
A company must first
know itself (establish
its position) before it
can express its identity
(execute its branding).
There are three types
of companies in the
world, each with its
own DNA: Mothers are
customer-oriented,
Mechanics are product-
oriented, and
Missionaries are
concept-oriented—and
it's absolutely critical

for business leaders to know which type their company is to create an authentic and ultimately “sticky” position in the market. A company’s DNA is the key to achieving this and with it, a competitive advantage. Why? Because if a Mechanic creates a marketing campaign based on its belief that it is a Missionary, the underlying positioning will not ring true and the company won’t gain a foothold in the market. But if a company positions itself in alignment with its DNA, it will resonate authentically and establish its role and relevance even in the face of a major competitor. Get to Aha! presents a clear step-by-step framework that will help you determine

your company’s precise position in the marketing landscape, using Andy’s DNA-based methodology. It takes you through the process of performing “genetic testing” on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about your company’s role and relevance. Then and only then can you create a branding and marketing strategy that will build market momentum and crush the competition. Trust Andy. Steve Jobs did.

The Fall of Advertising and the Rise of PR *Harper Collins*

Bestselling authors and world-renowned

marketing strategists Al and Laura Ries usher in the new era of public relations. Today's major brands are born with publicity, not advertising. A closer look at the history of the most successful modern brands shows this to be true. In fact, an astonishing number of brands, including Palm, Starbucks, the Body Shop, Wal-Mart, Red Bull and Zara have been built with virtually no advertising. Using in-depth case histories of successful PR campaigns coupled with those of unsuccessful advertising campaigns, *The Fall of Advertising* provides valuable ideas for marketers -- all the while demonstrating why advertising lacks credibility, the crucial ingredient in brand building, and how only

PR can supply that credibility; the big bang approach advocated by advertising people should be abandoned in favor of a slow build-up by PR; advertising should only be used to maintain brands once they have been established through publicity. Bold and accessible, *The Fall of Advertising* is bound to turn the world of marketing upside down.

Brand Positioning Formula

The Practical Step-By-Step Guide to Use Brand Positioning in Your Marketing

*Createspace
Independent Publishing Platform*

THE POSITIONING
"MISSING

MANUAL"Since the publishing of Positioning, by Ries and Trout, Brand Positioning has become the most used concept in marketing. Without Brand Positioning, all marketing money is ineffective at best, and mostly wasted. With Brand Positioning, you know exactly what to say in your marketing. Brand Positioning is a simple and effective model to build a brand and be perceived different from your competitors. Recently, Brand Positioning has become

Obviously Awesome

How to Nail Product Positioning So Customers Get It, Buy It, Love It

Ambient Press

You know your product

is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

Brand Positioning

Strategies for Competitive Advantage

Tata McGraw-Hill Education

How do you give your brand a competitive edge in a 'me-too' situation? How do you differentiate your brand and give it a distinctive identity? How, in short, do you secure competitive

advantage for your brand? Especially in a 'mine-too' situation. The author answers all these questions and more, by discussing the concepts and principles involved in developing sound positioning strategy. He brings into focus its practice and applications with cases and examples from the Indian market. A large number of packaged goods, as well as some widely used durables such as two-wheelers, TV sets, etc. have been analysed. The second edition has new chapters on positioning of services and celebrity endorsements. Also new cases and examples have been included. With this coverage, the book will help markets and advertisers create

sound positioning strategies for their brands.

The 22 Immutable Laws of Marketing

Profile Books(GB)

Ries and Trout share their rules for certain successes in the world of marketing. Combining a wide-ranging historical overview with a keen eye for the future, the authors bring to light 22 superlative tools and innovative techniques for the international marketplace.

Positioning for Advantage

Techniques and Strategies to Grow Brand Value

Columbia University Press

Most of us have an intuitive sense of

superior branding. We prefer to purchase brands we find distinctive—that deliver on some important, relevant dimension better than other brands. These brands have typically achieved positional advantage. Yet few professionals have had the formal training that goes beyond marketing theory to bridge the “theory-doing gap”—understanding the specific techniques and strategies that can be used to create brands that attain positional advantage in the marketplace. Positioning for Advantage is a comprehensive how-to guide for creating, building, and executing effective brand strategies. Kimberly A. Whitler identifies essential marketing

strategy techniques and moves through the major stages of positioning a brand to achieve in-market advantage. Introducing seven tools—from strategic positioning concepts to strategy mapping to influencer maps—Whitler provides templates, frameworks, and step-by-step processes to build and manage growth brands that achieve positional advantage. This book presents real-world scenarios, helping readers activate tools to increase skill in creating brands that achieve positional advantage. Brimming with insights for students and professionals alike, Positioning for Advantage helps aspiring C-level leaders understand not only

what superior branding looks like but also how to make it come to life.

Visual Hammer

Nail Your Brand Into the Mind with the Emotional Power of a Visual *Ries' Pieces Publishing*

Paperback version of Visual Hammer by Laura Ries.

Digital Marketing All-In-One For Dummies *John Wiley & Sons*

Unlock the value in online marketing A well-executed digital marketing plan is a proven component of success in business, and Digital Marketing All-In-One For Dummies covers everything you need to build and implement a winning plan. Whether you're a novice in the

online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness, customer acquisitions, and audience engagement Measure what your

online traffic is worth and improve ROI on digital marketing. Develop a solid digital marketing plan and put it to work for your brand. From SEO and SEM to brand awareness and why you need it, *Digital Marketing All-In-One For Dummies* will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back.

On the Move! *Simon and Schuster*

Rita, Dan, Max and Ted are on the move in Trucktown! Kids will have hands-on fun with a movable part on each spread! Swing Wrecker Rosie's wrecking ball, spin Monster Truck Max's wheel, dump gravel from Dump Truck

Dan's bed, and move Tow Truck Ted's hook up and down as he saves a good friend!

Content - The Atomic Particle of Marketing

The Definitive Guide to Content Marketing Strategy

Kogan Page Publishers

Content, in all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. *Content - The Atomic Particle of Marketing* goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of

interviews with senior marketers at some of the world's leading brands. Written by a recognised industry thought-leader, *Content - The Atomic Particle of Marketing* explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It demonstrates the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels. It will enable readers to make the organizational, staffing, tools and process decisions necessary to get content up and

running across divisions and organizational silos. Deeply researched and insightful, *Content - The Atomic Particle of Marketing* is, quite simply, the definitive research-based guide to content marketing.

The Daughters of Kobani

A Story of Rebellion, Courage, and Justice *Penguin*

A NEW YORK TIMES BESTSELLER The extraordinary story of the women who took on the Islamic State and won "The Daughters of Kobani is an unforgettable and nearly mythic tale of women's power and courage. The young women profiled in this book fought a fearsome war against brutal men in

impossible circumstances—and proved in the process what girls and women can accomplish when given the chance to lead. Brilliantly researched and respectfully reported, this book is a lesson in heroism, sacrifice, and the real meaning of sisterhood. I am so grateful that this story has been told.” —Elizabeth Gilbert, author of *Big Magic* and *Eat, Pray, Love*

“Absolutely fascinating and brilliantly written, *The Daughters of Kobani* is a must-read for anyone who wants to understand both the nobility and the brutality of war. This is one of the most compelling stories in modern warfare.” —Admiral William H. McRaven, author of *Make Your Bed In*

2014, northeastern Syria might have been the last place you would expect to find a revolution centered on women's rights. But that year, an all-female militia faced off against ISIS in a little town few had ever heard of: Kobani. By then, the Islamic State had swept across vast swaths of the country, taking town after town and spreading terror as the civil war burned all around it. From that unlikely showdown in Kobani emerged a fighting force that would wage war against ISIS across northern Syria alongside the United States. In the process, these women would spread their own political vision, determined to make women's equality a reality by

fighting—house by house, street by street, city by city—the men who bought and sold women. Based on years of on-the-ground reporting, *The Daughters of Kobani* is the unforgettable story of the women of the Kurdish militia that improbably became part of the world's best hope for stopping ISIS in Syria. Drawing from hundreds of hours of interviews, bestselling author Gayle Tzemach Lemmon introduces us to the women fighting on the front lines, determined to not only extinguish the terror of ISIS but also prove that women could lead in war and must enjoy equal rights come the peace. In helping to cement the territorial defeat of ISIS, whose savagery toward women astounded the

world, these women played a central role in neutralizing the threat the group posed worldwide. In the process they earned the respect—and significant military support—of U.S. Special Operations Forces. Rigorously reported and powerfully told, *The Daughters of Kobani* shines a light on a group of women intent on not only defeating the Islamic State on the battlefield but also changing women's lives in their corner of the Middle East and beyond.

**Kellogg on Branding
in a Hyper-
Connected World**

John Wiley & Sons
World-class branding for the interconnected modern marketplace
Kellogg on Branding in

a Hyper-Connected World offers authoritative guidance on building new brands, revitalizing existing brands, and managing brand portfolios in the rapidly-evolving modern marketplace. Integrating academic theories with practical experience, this book covers fundamental branding concepts, strategies, and effective implementation techniques as applied to today's consumer, today's competition, and the wealth of media at your disposal. In-depth discussion highlights the field's ever-increasing connectivity, with practical guidance on brand design and storytelling, social media marketing, branding in the service sector, monitoring brand health, and more. Authored by faculty at the world's most respected school of management and marketing, this invaluable resource includes expert contributions on the financial value of brands, internal branding, building global brands, and other critical topics that play a central role in real-world branding and marketing scenarios. Creating a brand—and steering it in the right direction—is a multi-layered process involving extensive research and inter-departmental cooperation. From finding the right brand name and developing a cohesive storyline to designing effective advertising, expanding

reach, maintaining momentum, and beyond, Kellogg on Branding in a Hyper-Connected World arms you with the knowledge and skills to: Apply cutting-edge techniques for brand design, brand positioning, market-specific branding, and more Adopt successful strategies from development to launch to leveraging Build brand-driven organizations and reinforce brand culture both internally and throughout the global marketplace Increase brand value and use brand positioning to build a mega-brand In today's challenging and complex marketplace, effective branding has become a central component of success. Kellogg on Branding in a Hyper-

Connected World is a dynamic, authoritative resource for practitioners looking to solve branding dilemmas and seize great opportunities.

The New Marketing

How to Win in the Digital Age SAGE

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the

bestselling authors of *The Social Employee*, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. *The New Marketing*, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

Marketing Kit for Dummies *John Wiley & Sons*

The forms, letters, and other tools included in *Marketing Kit For Dummies*, 3rd Edition enable readers to start a successful marketing program from the beginning. The expert tips and information presented in the book take some of the mystery out of marketing and explain, step-by-step, how to implement and execute a successful marketing strategy. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Differentiate or Die

Survival in Our Era of Killer Competition

John Wiley & Sons

A newly revised and expanded edition of the revolutionary business classic, *Differentiate or Die*, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. Veteran marketing guru Jack Trout uses real-world examples and his own unique insight to show you how to bind customers to your products for long-term success and loyalty. This edition includes new case studies, new research, and updated examples from around the world.

At Night All Blood Is Black

A Novel *Farrar, Straus and Giroux*

*WINNER OF THE 2021

INTERNATIONAL BOOKER PRIZE* *A BARACK OBAMA SUMMER READING LIST SELECTION* Winner of the Los Angeles Times Book Prize for fiction "Astonishingly good." —Lily Meyer, NPR "So incantatory and visceral I don't think I'll ever forget it." —Ali Smith, *The Guardian* | Best Books of 2020 One of *The Wall Street Journal's* 11 best books of the fall | One of *The A.V. Club's* fifteen best books of 2020 | *A Sunday Times* best book of the year Selected by students across France to win the *Prix Goncourt des Lycéens*, David Diop's English-language, historical fiction debut *At Night All Blood is Black* is a "powerful, hypnotic, and dark novel" (*Livres Hebdo*) of terror and

transformation in the trenches of the First World War. Alfa Ndiaye is a Senegalese man who, never before having left his village, finds himself fighting as a so-called “Chocolat” soldier with the French army during World War I. When his friend Mademba Diop, in the same regiment, is seriously injured in battle, Diop begs Alfa to kill him and spare him the pain of a long and agonizing death in No Man’s Land. Unable to commit this mercy killing, madness creeps into Alfa’s mind as he comes to see this refusal as a cruel moment of cowardice. Anxious to avenge the death of his friend and find forgiveness for himself, he begins a macabre ritual: every night he sneaks across enemy lines to find and

murder a blue-eyed German soldier, and every night he returns to base, unharmed, with the German’s severed hand. At first his comrades look at Alfa’s deeds with admiration, but soon rumors begin to circulate that this super soldier isn’t a hero, but a sorcerer, a soul-eater. Plans are hatched to get Alfa away from the front, and to separate him from his growing collection of hands, but how does one reason with a demon, and how far will Alfa go to make amends to his dead friend? Peppered with bullets and black magic, this remarkable novel fills in a forgotten chapter in the history of World War I. Blending oral storytelling traditions with the gritty, day-to-

day, journalistic horror of life in the trenches, David Diop's *At Night All Blood is Black* is a dazzling tale of a man's descent into madness.

The New Positioning: The Latest on the World's #1 Business Strategy *McGraw Hill Professional*

In the same right-to-the-point, no-nonsense style that was a hallmark of *Positioning*, this sequel squares off against critical marketing challenges such as how to make sure your message gets through in an era of information overload.

Who Do You Want Your Customers to Become? *Harvard Business Press*

Who do you want your

customers to become? According to MIT innovation expert and thought leader Michael Schrage, if you aren't asking this question, your strategic marketing and innovation efforts will fail. In this latest HBR Single, Schrage provides a powerful new lens for getting more value out of innovation investment. He argues that asking customers to do something different doesn't go far enough—serious marketers and innovators must ask them to become something different instead. Even more, you must invest in their capabilities and competencies to help them become better customers. Schrage's primary insight is that innovation is an

investment in your client, not just a transaction with them. To truly innovate today, designing new products or features or services won't get you there. Only by designing new customers—thinking of their future state, being the conduit to their evolution—will you transform your business. Schrage explains how the above question (what he calls “The Ask”) will incite you and your team to imagine and design ideal customer outcomes as the way to drive your business's future. The Single is organized around six key insights and includes practical exercises to help you apply the question to your current situation. Schrage also includes examples from well-known companies—Google, Facebook, Disney, Starbucks, Apple, IKEA, Dyson, Ryanair, and others—to illustrate just what is possible when you apply “The Ask.” Marketing executives, brand managers, strategic innovators, and entrepreneurs alike should understand how successful innovation rebrands the client and not the product. A requisite question for its time, *Who Do You Want Your Customers To Become* will liberate you and your team from ‘innovation myopia’—and turn your innovation efforts on their head. HBR Singles provide brief yet potent business ideas, in digital form, for today's thinking professional.

Battlecry

Winning the Battle for the Mind with a Slogan That Kills.

Ries' Pieces Publishing

Why are most slogans and taglines ineffective? Because they're just words and a mind cannot understand words. A mind can only understand sounds. Why do most Americans remember the battlecry of the French Revolution (Libert, galit, fraternit) when they cannot remember the battlecry of the American Revolution? Because the sounds of the words "Libert, galit, fraternit" rhyme and that's one of the powerful techniques for creating a memorable slogan. In addition to "rhyme," there are four other techniques

outlined in my new book, *Battlecry*. (1) Rhyme: "Roto-Rooter, that's the name. And away go troubles down the drain." (2) Alliteration: "M&Ms melt in your mouth, not in your hands." (3) Repetition: "The few. The proud. The Marines." (4) Reversals: "Two great tastes that taste great together. Reese's peanut butter cups." (5) Double-entendre: "A diamond is forever." You might think companies and their ad agencies would be wise to these techniques. But few slogans actually use any of these memory-building tactics. In a recent survey of 266 advertising slogans, only 19 used any one of them. *Battlecry* is a companion book to my previous book, *Visual*

Hammer, and should be read together. Creating a slogan is only half the battle. The other half of the battle is a visual that will help drive your slogan into prospects' minds. The contour bottle helps drive "The real thing" into the minds of cola drinkers. The duck helps drive the Aflac name into prospects' minds. The straw-in-the-orange helps drive "Not from concentrate" into the minds of Tropicana buyers. Even "The ultimate driving machine" would not have been effective, in my opinion, without a visual hammer. And what was BMW's visual hammer? It was the television commercials showing BMWs being driven over winding road by happy owners. Over the years, there

have been many advertising campaigns showing beautiful automobiles being driven over lush, winding roads. The hammers are terrific, but the nails are missing. The trick is to find the right combination of a visual hammer and a verbal nail. And my two books, *Battlecry* and *Visual Hammer*, can help you do exactly that.

A Genie's Wisdom

A Fable of How a CEO Learned to Be a Marketing Genius

John Wiley & Sons

A compelling fable that distills the essence of genius marketing strategies The "King of Positioning" Jack Trout presents the story of PJ Bigdome, a newly appointed CEO looking

for a new way to successfully learn about marketing. Luckily, within his PC lurks a genie with vast experience in the particulars of marketing (having helped out with some of the biggest marketing successes ever). As Bigdome finds answers to his most important questions, the reader learns the secrets of successful marketing, such as: the essence of marketing; how much stock to put into research; how to evaluate advertising; how to allocate budgets; and much more. A Genie's Wisdom allows Trout, a famed business visionary, to distill his years of management and marketing experience into an entertaining and

educational yarn that reveals today's essential practices.

Bottom-up Marketing
McGraw-Hill Companies

Offers revised thinking on management practice, emphasizing tactics, rather than arbitrary decision making, to guide strategy, and containing a step-by-step procedure for a marketing campaign

Buyology

How Everything We Believe About Why We Buy is Wrong
Random House

Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising

may have been banned, but it's being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings of Martin Lindstrom's groundbreaking study of what really makes consumers tick. Convinced that there is a gulf between what we believe influences us and what actually does, he set up a highly ambitious research project that employed the very latest in brain-scanning technology and called on the services of some 2000 volunteers. Buyology shares the fruits of this research, revealing for the first time what actually goes on inside our

heads when we see an advertisement, hear a marketing slogan, taste two rival brands of drink, or watch a programme sponsored by a major company. The conclusions are both startling and groundbreaking, showing the extent to which we deceive ourselves when we think we are making considered decisions, and revealing factors as varied as childhood memories and religious belief that come together to influence our decisions and shape our tastes.

The Origin of Brands

How Product Evolution Creates Endless Possibilities for New Brands

Harper Collins

What Charles Darwin did for biology, Al and

Laura Ries do for branding. In their exciting new book, *The Origin of Brands*, the Rieses take Darwin's revolutionary idea of evolution and apply it to the branding process. What results is a new and strikingly effective strategy for creating innovative products, building a successful brand, and, in turn, achieving business success. Here, the Rieses explain how changing conditions in the marketplace create endless opportunities to build new brands and accumulate riches. But these opportunities cannot be found where most people and most companies look. That is, in the convergence of existing categories like television and the computer, the cellphone and the Internet. Instead, opportunity lies in the opposite direction—in divergence. By following Darwin's brilliant deduction that new species arise from divergence of an existing species, the Rieses outline an effective strategy for creating and taking to market an effective brand. In *The Origin of Brands*, you will learn how to: Divide and conquer Exploit divergence Use the theories of survival of the fittest and survival of the second best Harness the power of pruning Using insightful studies of failed convergence products and engaging success stories of products that have achieved worldwide success through divergence, the Rieses have written the definitive book on

branding. The Origin of Brands will show you in depth how to build a great brand and will lead you to success in the high-stakes world of branding.

Summary:

Positioning: The Battle for Your Mind

Review and Analysis of Ries and Trout's Book *Primento*

The must-read summary of Al Ries and Jack Trout's book "Positioning: The Battle for Your Mind". This complete summary of the ideas from Al Ries and Jack Trout's book "Positioning: The Battle for Your Mind" shows how effective product positioning has an impact on the perceptions of the target market. The authors show how all of the elements of

product positioning work together to create a unique market position, which is the key to better sales and becoming top-of-mind. By following their advice, you can learn how to narrow your market and start providing for specific customers. Added-value of this summary:

- Save time
 - Understand the elements of product positioning
 - Increase product awareness
- To learn more, read "Positioning: The Battle for Your Mind" to find your unique market position and get your product noticed.

SUMMARY - Positioning: The Battle For Your Mind By Al Ries And Jack Trout *Shortcut Edition*

* Our summary is short, simple and

pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover how to position your brand to attract the consumer. You will also discover : that the customer is not convinced by advertising messages, but by the vision of the products given to him; that every company must position itself in relation to its competition; the importance of conquering leadership on a given aspect; the role of a clear and distinctive identity when it comes to making an impression. In order to succeed, every company must create a strong image that is likely to appeal to the consumer. The way you position

yourself in a market influences the whole strategy to be adopted. More than any marketing argument, it can make the difference between success and failure. Here are the secrets to becoming a leader and changing the way your entire industry is perceived. Will you be able to put them to good use? *Buy now the summary of this book for the modest price of a cup of coffee!

Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You
McGraw Hill Professional

A game-changing framework for staying top of mind with your audience—from the No. 1 company dominating

content marketing What do many successful businesses and leaders have in common? They're the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It's the winning approach John Hall used to build Influence & Co. into one of "America's Most Promising Companies," according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals:

- how consumer needs and expectations have changed and what this shift means for you
- how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you
- proven methods for using digital content to enrich your target audience's lives in ways that build real, lasting trust

Whether you're a marketing leader engaging an audience of potential customers, a business leader looking to humanize your company brand, or an industry up-and-comer seeking to build influence, maintaining a prominent spot in your audience's minds will increase the

likelihood that the moment they need to make a choice, you'll be the first one they call. There's no better way to drive opportunities that result in increased revenue and growth. Business is never "just" business. It's always about relationships. It's always about a human connection. When you're viewed as a valuable, trustworthy partner, the opportunities are endless. Position yourself for success by establishing and developing content-driven relationships that keep you and your brand Top of Mind.