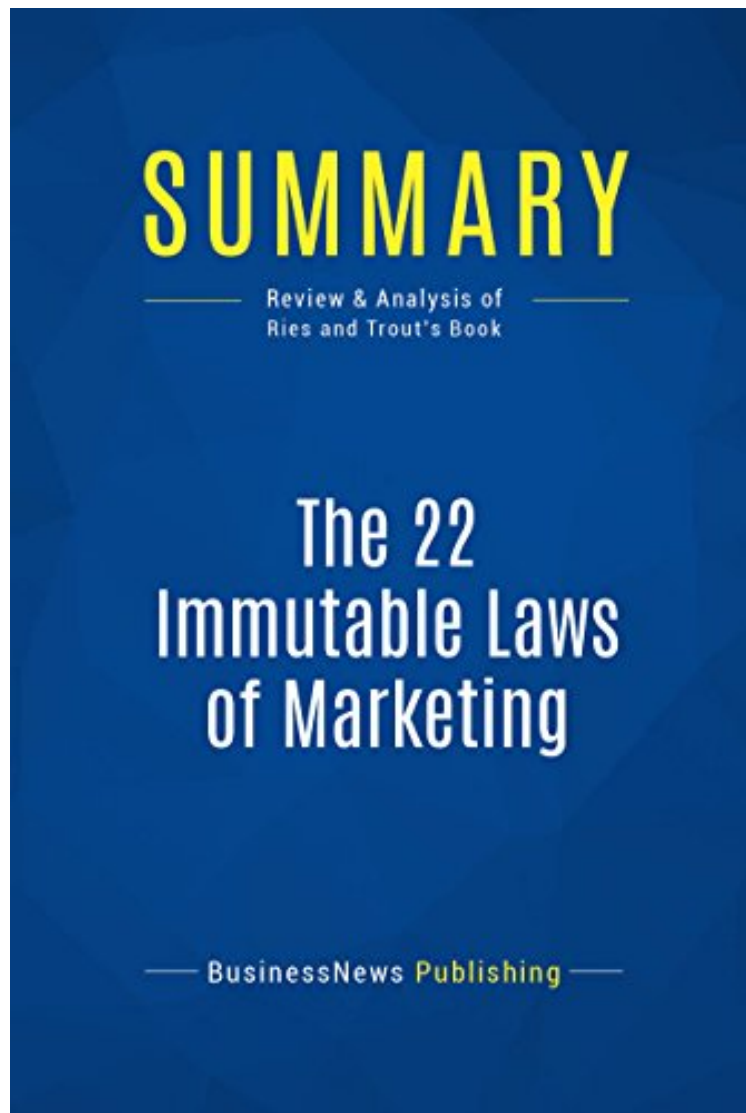


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## Summary: The 22 Immutable Laws of Marketing: Review and Analysis of Ries and Trout's Book

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2 of 2 people found the following review helpful. Liked it's beverityBy Mick SylvestreI liked it. It was brief and concise.Some parts were ponderous, but reveals a lot of misconceptions about marketing.Needed more working

examples instead of just personal pointers and quotes.

The must-read summary of Al Ries and Jack Trout's book: "The 22 Immutable Laws of Marketing". This complete summary of the ideas from Al Ries and Jack Trout's book "The 22 Immutable Laws of Marketing" shows that there is a widely-held assumption that marketing is a field in which anyone can succeed, with enough enthusiasm. This summary shows that marketing has rules of success, just like any other profession. It highlights the 22 laws of marketing and explains why failure will ensue, should you break them.

Added-value of this summary:

- Save time
- Understand the key concepts
- Expand your knowledge of marketing

To learn more, read "The 22 Immutable Laws of Marketing" and discover the truth about marketing!