

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

L Cohen



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