

# 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

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**Philip Kotler, Gary Armstrong, Lloyd C.  
Harris, Nigel Piercy**

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*Digital Marketing For Dummies* Ben Carter, Gregory Brooks, Frank Catalano, Bud E. Smith, 2011-01-06 Thirty million online UK customers are just a click away and Digital Marketing For Dummies shows you how to reach them The author team of internet and marketing experts introduce you to the latest high impact tools and techniques so you can promote your business with creativity and innovation and stand out from your competitors

Marketing Communications Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context

*Internet Marketing For Dummies* Frank Catalano, Bud E. Smith, 2000-11-15 This update to Marketing Online For Dummies includes all of the great topics from the original book plus an additional focus Internet advertising a very hot topic The right Internet advertising campaign can cost very little and make a product launch or even a company a winner the wrong approach can be a huge waste of time and effort The authors have hands on experience doing both guerrilla marketing and million dollar deals in this critical area Also covered in this edition is a quick start guide to getting net savvy a survival requirement in the Web marketing world

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The Role of the Media in Promoting and Reducing Tobacco Use Ronald M. Davis, 2008

**The Cornwallis Group XII** Cornwallis Group. Meeting, Pearson Peacekeeping Centre, 2008

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