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Positioning is the "new" approach to communication where the goal is to position the product in the mind of the prospect. Chapter 1 - What Positioning Is All About The volume of communication will determine whether your message will come through to the prospect or not.

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Positioning establishes a product or idea in a person's mind. Positioning is an approach that seeks to guide the placement of your message in a prospective customer's mind. Positioning is essential for communicating in an over-communicated society. To stand out, your company must create a position inside the customer's head.

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She recommended the marketing classic Positioning: The Battle for Your Mind by Al Ries and Jack Trout. Here is a summary, notes and thoughts reading the book. My thoughts from a tech marketing perspective are in italics. The authors make the point the society is over communicated.

Positioning. As Popularized by Al Ries and Jack Trout. In their 1981 book, Positioning: The Battle for your Mind, Al Ries and Jack Trout describe how positioning is used as a communication tool to reach target customers in a crowded marketplace. Jack Trout published an article on positioning in 1969, and regular use of the term dates back to 1972 when Ries and Trout published a series of articles in Advertising Age called "The Positioning Era."

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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.

"To repeat, the first rule of positioning is: To win the battle for the mind, you can't compete head-on against a company that has a strong, established position. You can go around, under or over, but never head-to-head." "The leader owns the high ground. The No. 1 position in the prospect's mind.

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