



# The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!

*Al Ries, Jack Trout*

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There are laws of nature, so why shouldn't there be laws of marketing?

As Al Ries and Jack Trout—the world-renowned marketing consultants and bestselling authors of *Positioning*—note, you can build an impressive airplane, but it will never leave the ground if you ignore the laws of physics, especially gravity. Why then, they ask, shouldn't there also be laws of marketing that must be followed to launch and maintain winning brands? In *The 22 Immutable Laws of Marketing*, Ries and Trout offer a compendium of twenty-two innovative rules for understanding and succeeding in the international marketplace. From the Law of Leadership, to The Law of the Category, to The Law of the Mind, these valuable insights stand the test of time and present a clear path to successful products. Violate them at your own risk.

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