



# The 22 Immutable Laws of Branding

By Al Ries, Laura Ries

Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, The 22 Immutable Laws of Branding, Al Ries, Laura Ries, Everyone knows that building your product or service into a bona fide brand is the only way to stand out in today's insanely crowded marketplace. The only question is how do you do it? This is the definitive text on branding, distilling complex theories and principles behind this key marketing term into in twenty-two easy-to-read vignettes including: The Law of Contraction A brand becomes stronger when you narrow its focus The Law of the Word A brand should strive to own a word in the mind of the consumer The Law of Fellowship In order to build the category, a brand should welcome other brands World-renowned marketing guru Al Ries and his daughter and business partner Laura Ries examine brand-blazing strategies from the world's best, including Coca-Cola, Xerox, BMW, Federal Express and Starbucks, to provide you with the expert insight you need to build a world-class brand.



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