



Summary: Positioning: The Battle for Your Mind - AI Ries and Jack Trout: How to be Seen and Heard in the Overcrowded Marketplace

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Complete summary of Al Ries and Jack Trout's book "Positioning: The Battle for Your Mind".

This 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. By following their advice, you can learn how to narrow your market and start providing for specific customers.

Added- value of this summary:

- Save time
- Understand the elements of product positioning
- Increase product awareness

To learn more, read "Positioning: The Battle for Your Mind" to find your unique market position and get your product noticed.

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