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competition's

weaknesses; reposition a
strong competitor and
create a weak spot; use
your present position to
its best advantage;

choose the best name
for your product;

determine when - and
why - less is more; and,
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was written by Al Ries.
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How to Be ...

Chapter 23. Positioning

Yourself and Your

Career You can benefit

by using positioning
strategy to advance your

own career. Key

principle: Don't try to

do everything yourself.

Find a horse to ride

Chapter 24. Positioning

Your Business To get

started on a positioning

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program, there are six
questions you can ask
yourself Chapter 25.
Playing the ...

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The position that leaders
want to occupy the
brains of consumers is
simple: analyze market
and consumer
vacancies, fight for time
to fill vacancies, and use

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value advantages and
brand advantages to
intercept opponents.

However, the leader should be wary of: Do not blindly expand, do not casually expand the product.

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Instead of trying to fight
for a position in the
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best cola, or the best fast
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bet is to position
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a strong competitor and
create a weak spot

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□ 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.

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You can go around,
under or over, but never
head-to-head. □ □ The
leader owns the high
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Positioning The

Mind by Jack Trout and

Al Ries. 1.1 Key

Insights; 1.2 Key Points.

1.2.1 To be a successful brand you need to be the first one that comes to

mind.;

1.2.2 If you're

not the first you have to

find a way into the mind

of the customer.;

1.2.3 You can use a

competitor's brand to

help reposition your

own brand.

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