

The 22 Immutable Laws of Marketing
From the book “The 22 Immutable Laws of Marketing”
by Al Ries and Jack Trout

1. The Law of Leadership

It is better to be first than it is to be better.

2. The Law of the Category

If you can't be first in a category, set up a new category you can be first in.

3. The Law of the Mind

It's better to be first in the mind than to be first in the marketplace.

4. The Law of Perception

Marketing is not a battle of products, it's a battle of perceptions.

5. The Law of Focus

The most powerful concept in marketing is owning a word in the prospect's mind.

6. The Law of Exclusivity

Two companies cannot own the same word in the prospect's mind.

7. The Law of the Ladder

The strategy to use depends on which rung you occupy on the ladder.

8. The Law of Duality

In the long run, every market becomes a two-horse race.

9. The Law of the Opposite

If you're shooting for second place, your strategy is determined by the leader.

10. The Law of Division

Over time, a category will divide and become two or more categories.

11. The Law of Perspective

Marketing effects take place over an extended period of time.

12. The Law of Line Extension

There's an irresistible pressure to extend the equity of the brand.

13. The Law of Sacrifice

You have to give up something in order to get something.

14. The Law of Attributes

For every attribute, there is an opposite, effective attribute.

15. The Law of Candor

When you admit a negative, the prospect will give you a positive.

16. The Law of Singularity

In each situation, only one move will produce substantial results.

17. The Law of Unpredictability

Unless you write your competitor's plans, you can't predict the future.

18. The Law of Success

Success often leads to arrogance, and arrogance to failure.

19. The Law of Failure

Failure is to be expected and accepted.

20. The Law of Hype

The situation is often the opposite of the way it appears in the press.

21. The Law of Acceleration

Successful programs are not built on fads, they're built on trends.

22. The Law of Resources

Without adequate funding an idea won't get off the ground.