
Summary Positioning The Battle For Your Mind Review And Analysis Of Ries And Trouts Book

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Summary
Positioning The Battle For Positioning is the “new” approach to communication where the goal is to position the product in the mind of the prospect.

Chapter 1 - What Positioning Is All About

The volume of communication will determine whether your message will come through to the prospect or not.

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Positioning: The Battle for Your Mind

Positioning establishes a product or idea in a person's mind.

Positioning is an approach that seeks to guide the placement of your message in a prospective customer's mind. Positioning is essential for communicating in an over-communicated society. To stand out, your company must create a position inside the customer's head.

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"The leader owns the high ground. The No. 1 position in the prospect's mind.

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"Positioning" is the first body of thought to come to grips with the problems of communicating in an

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