

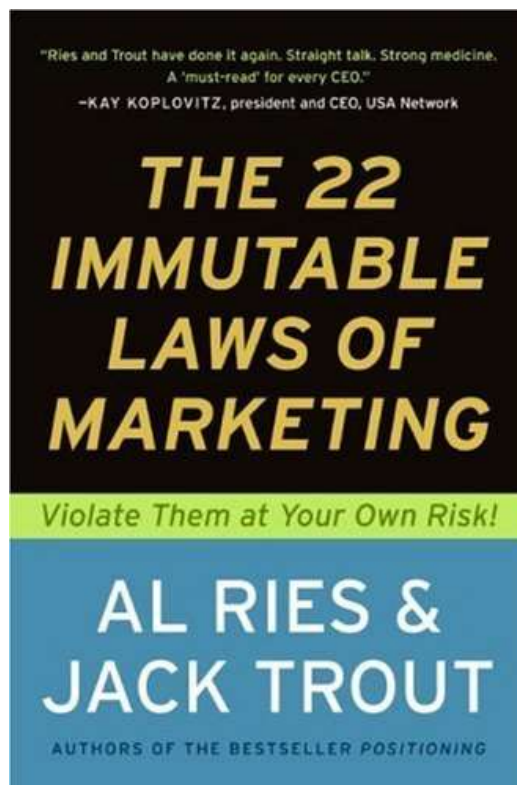
Introducing a Book:

The 22 Immutable Laws of Marketing:

Violate Them at Your Own Risk!

Authors: Al Ries & Jack Trout

HarperCollins Publishers, 2009



Courtesy: https://www.amazon.com/22-Immutable-Laws-Marketing-Explained-ebook/dp/B000FC10HA/ref=sr_1_23?crd=3AT181VV7S4DP&keywords=marketing+books&qid=1610253423&s=books&sprefix=Marketing%2Caps%2C974&sr=1-23

We highly commend this book and recommend that all students, research scholars and teachers read this book and engage themselves in organizing businesses of their own and counselling businessmen on aspects of marketing principles.

The **Introduction** points out that there is no guarantee that “well-designed, well-executed, well-financed marketing program will work.” Many such corporations have failed, not only in the United States but also in India and other nations. We see it happening before our eyes in our Indian

bazars. Even long-standing businesses with customer-oriented commodities, prices, etc. fail. Making mistakes is common when such failures take place. The authors present laws of marketing from their understanding, experience, and perspective. The book is easy to read, understand and even practice. Based on the description of the laws presented her, the business executive or owner needs carefully to investigate their business and work out suitable changes and remedies.

“After years of working on marketing principles and problems”, the authors “have distilled our [their] findings into the basic laws that govern success and failure in the marketplace.” They “call these principles the Immutable Laws of Marketing.” These 22 Immutable Laws are given in 22 chapters with interesting examples, discussions, and consequences.

1. The Law of Leadership
2. The Law of the Category
3. The Law of the Mind
4. The Law of Perception
5. The Law of Focus
6. The Law of Exclusivity
7. The Law of the Ladder
8. The Law of Duality
9. The Law of the Opposite
10. The Law of Division
11. The Law of Perspective
12. The Law of Line Extension
13. The Law of Sacrifice
14. The Law of Attributes
15. The Law of Candor
16. The Law of Singularity
17. The Law of Unpredictability
18. The Law of Success
19. The Law of Failure
20. The Law of Hype
21. The Law of Acceleration
22. The Law of Resources Warning

The authors offer useful suggestions while elaborating every law identified by them. For example, the first law ***The Law of Leadership*** is described in these words: “The basic issue in marketing is creating a category you can be first in. It’s the law of leadership: It’s better to be first than it is to be better.”

The laws are presented, described, and discussed in an easy to follow language. We begin to develop insight into our own business context and start looking for changes, etc.

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