

The 22 Immutable Laws of Branding

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This marketing classic has been expanded to include new commentary, new illustrations, and a bonus book: The 11 Immutable Laws of Internet Branding

Smart and accessible, The 22 Immutable Laws of Branding is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries. Combining The 22 Immutable Laws of Branding and The 11 Immutable Laws of Internet Branding, this book proclaims that the only way to stand out in today's marketplace is to build your product or service into a brand-and provides the step-by-step instructions you need to do so.

The 22 Immutable Laws of Branding also tackles one of the most challenging marketing problems today: branding on the Web. The Rieses divulge the controversial and counterintuitive strategies and secrets that both small and large companies have used to establish internet brands. The 22 Immutable Laws of Branding is the essential primer on building a category-dominating, world-class brand.

As it becomes increasingly associated with impressive corporate gains realized in recent years by companies ranging from FedEx and Rolex to Starbucks and Volvo, "branding" has developed into one of the marketing world's hottest concepts. And for good reason, contend well-known strategist Al Ries and his daughter Laura Ries in The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand.

"Marketing is building a brand in the mind of the prospect," they write. "If you can build a powerful brand you will have a powerful marketing program. If you can't, then all the advertising, fancy packaging, sales promotion and public relations in the world won't help you achieve your objective." A no-holds-barred look at a diverse collection of successful--and not-so-successful--branding efforts undertaken by these and other high-profile firms, their book distills the most critical principles involved into a series of clear rules with straightforward titles such as The Law of Expansion, The Law of Contraction, The Law of Consistency, and The Law of Mortality. While some of their suggestions may at first seem counterintuitive, together they compose a logical blueprint for success in today's ever-more-competitive environment. --Howard Rothman

Al Ries and his daughter and business partner Laura Ries are two of the world's best-known marketing consultants, and their firm, Ries & Ries, works with many Fortune 500 companies. They are the authors of The 22 Immutable Laws of Branding and The Fall of Advertising and the Rise of PR, which was a Wall Street Journal and a BusinessWeek bestseller, and, most recently, The Origin of Brands. Al was recently named one of the Top 10 Business Gurus by the Marketing Executives Networking Group. Laura is a frequent television commentator and has appeared on the Fox News and Fox Business Channels, CNN, CNBC, PBS, ABC, CBS, and others. Their Web site (Ries.com) has some simple tests that will help you determine whether you are a left brainer or a right brainer.

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