

# **22 Immutable Laws Branding**

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22 Immutable Laws 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. The 22 Immutable Laws of Branding: Ries, Al, Ries, Laura ... THE 22 IMMUTABLE LAWS OF BRANDING The Law of Expansion : The power of brand is inversely proportional to its scope. The emphasis in most companies is on the short term. Line extension, mega branding, variable pricing and a host of other sophisticated marketing techniques are being used to milk brands rather than

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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 is the essential primer on building a category-dominating, world-class brand. Book Notes: The 22 Immutable Laws of Branding - DotNetSurfers The 22 Laws of Branding That Can't be Broken 1. The Law of Expansion: "The power of a brand is inversely proportional to its scope." Many brands assume that in order... 2. The Law of Contraction: "A brand becomes stronger when you narrow its focus." If you have to get surgery on your... 3. The Law ... The 22 Laws of Branding That Can't be Broken - SUCCESS ... The 22

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