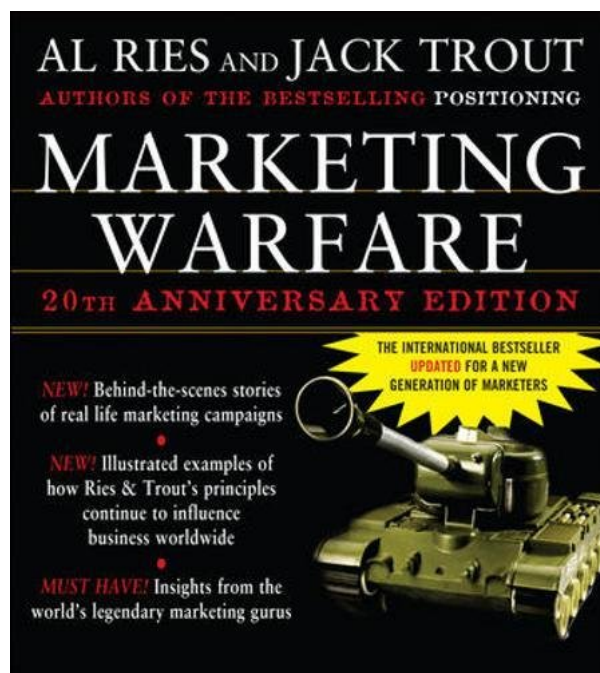
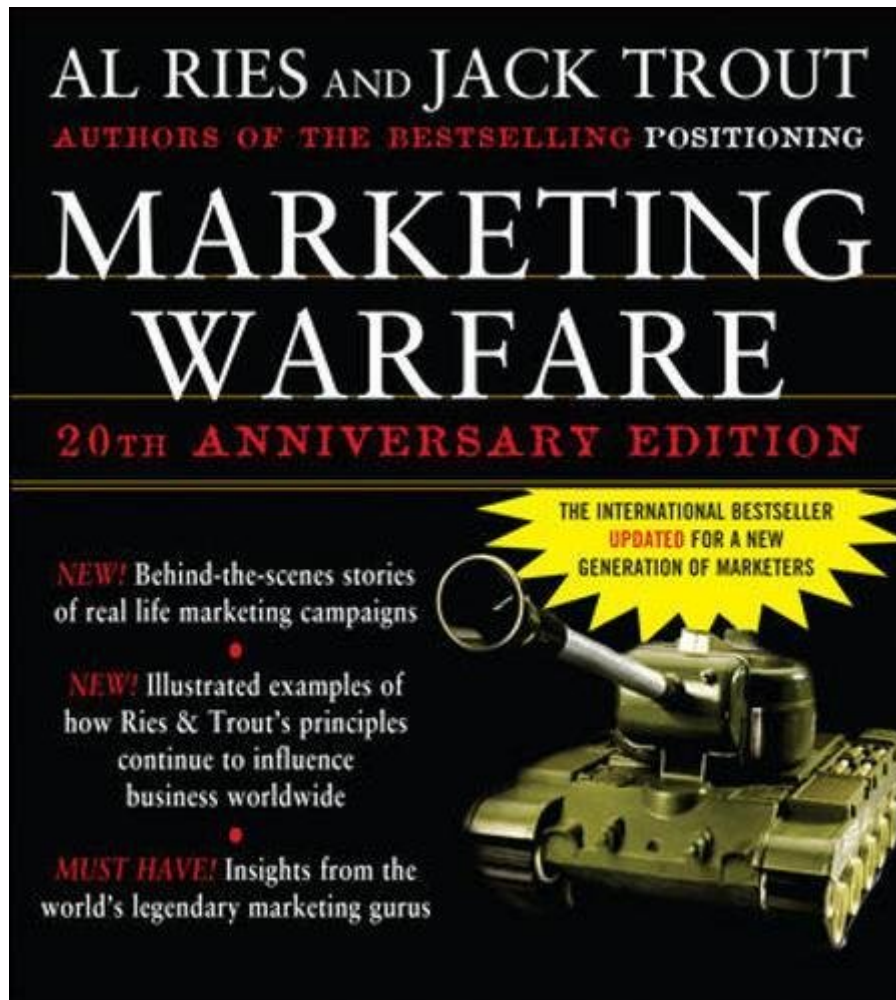


**MARKETING WARFARE: 20TH
ANNIVERSARY EDITION: AUTHORS'
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BY AL RIES, JACK TROUT**



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You've got your hands on one of the greatest marketing manuals ever written the classic that defines the strategies, plans, and campaigns of today's marketing battlefield. Marketing is war. To triumph over the competition, it's not enough to target customers. Marketers must take aim at their competitors and be prepared to defend their own turf from would-be attackers at all times. This indispensable guide gives smart fighters the best tactics defensive, offensive, flanking, and guerrilla. It's the book that wrote the new rules!

Praise For Marketing Warfare:

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About the Author

Al Ries is Chairman of Ries & Ries, an Atlanta-based marketing strategy firm. He is a legendary marketing strategist and the bestselling author/coauthor of eleven books on marketing. Ries writes a monthly marketing column for AdAge.com, and he is frequently quoted in major publications.

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The book that changed marketing forever is now updated for the new millennium

In 1986, Marketing Warfare propelled the industry into a new, modern sensibility and a world of unprecedented profit. Now, two decades later, this Annotated Edition provides the latest, most powerful tactics that have become synonymous with the names Ries and Trout. New content includes in-depth analyses of some of the biggest marketing successes and blunders of the past two decades—including Volkswagen, Sony, Coca Cola, Budweiser, IBM, and McDonalds—along with annotated reproductions of winning and losing ads.

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Features

- Marketing warfare

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Most helpful customer reviews

0 of 0 people found the following review helpful.

One of the best, most concise and easiest to read books ever written on marketing strategy

By Red Morgan

One of the best books ever written for understanding marketing positioning and strategy today. One of the easiest and most enjoyable reads for executives, business strategists, and others who don't spend their whole working day in marketing. Fast, concise, well illustrated with images and words. Clients pay me \$5,000 to \$24,000 per engagement to figure out for their businesses and explain to them what Ries and Trout teach here. Don't tell them 'Marketing Warfare' can still be found! :)

Caveat: the work was produced in the mid 80's, using industry and company examples very familiar to Americans at that time. Some are just as familiar today; others require thinking back to that time and place to get the full value. The examples are so effective that it is worth reading a little background if you don't remember (or didn't live through) them. Moreover, this is an American perspective, from a time when many of the products and companies analysed commanded their first world markets. It is no less relevant to European or Asian readers, but may be less familiar. It likely has less relevance to markets that are not largely free, competitive or uncontrolled.

Sadly, the 20th anniversary edition really doesn't seem to update the work to much advantage. The opportunity existed to use 21st century contests and discuss the same truths with currently familiar marketing campaigns. Though a few sidebars with more recent situations were added (Carly Fiorina as CEO of HP, Jack Welch's book 'Winning', etc.), the core text's examples remain the same. A huge opportunity lost.

0 of 0 people found the following review helpful.

This was a good read. Lot's of techniques in the marketing world ...

By Ryan Harris

This was a good read. Lot's of techniques in the marketing world which are unknown to us and they are so simple yet we don't use them. This book shows how to market a product for better sales conversion and for the market. How the price should be tagged based on buyer point of view.

0 of 0 people found the following review helpful.

Live and enjoy life's important parts

By Angela Sarandon

Most of the things we did last year were not necessary.

If we had not done them, we would be no worse off, because the aims were too diffuse and general.

What we should have done is to think very hard about the actual goals, and the actual forces that may prevent us from achieving our goals. Quite a fundamentalist approach, as opposed to hammering around in the hope that something will say BINGO.

If you have experienced Clint Eastwood in Unforgiven - final scene - you will instantly understand the sheer determination and natural madness that this book is about.

The book is inspired by a dead German general, who in turn was inspired by dead Roman generals. And this book is old. So what? The principle of looking very hard at what lies ahead, and honestly working out what to do, is as critical and mind-wrenching now as it was when gunpowder was a novelty.

Think hard. Buy this book and read it cover-to-cover. It will inspire you as you read.

Then attack.

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