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Law 22 (law of resources) Without adequate funding an idea won't get off the ground. You need a lot of money to market your ideas. On one hand you can read it as a "don't fool yourself" advice. On the other hand authors promote indiscriminate spending of money on advertising without mentioning that sometimes advertisement doesn't pay.

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The 22 Immutable Laws of Marketing. I love to play cards. I've spent many hours sitting around a kitchen table playing pinochle, euchre or spades. But I think my favorite card game is bridge. More specifically, the variant of bridge which fascinates me is called "duplicate".

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22 Immutable Laws of Marketing

Learn & Master the 22 Marketing Laws. Below are a few of Al Ries & Jack Trout's 22 laws of marketing. Published in 1994, The 22 Immutable Laws of Marketing is still applicable to today's marketing success.

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22 Laws

2. My favorite Guerilla Marketing gurus, Al Ries and Jack Trout, offer The 22 Immutable Laws of Marketing.

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The 22 Immutable Laws of Marketing by Sam Thomas Davies

The 22 Immutable Laws of Marketing Summary Chapter 1: The Law of Leadership. Summary: It's better to be

first than it is better. It's much easier to get into the mind first than to try to convince someone you have a better product than the one that did get there first.

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The 22 Immutable Laws of Marketing Violate Them at Your

The 22 Immutable Laws of Marketing is a great book. It's very small and easy to read. The chapters start with words of wisdom. Some of them are counter intuitive and makes complete sense. Few Quotes that I liked. Hype is hype.

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In their own words: Al Ries & Jack Trout are probably the world's best-known marketing strategists. Along with Jack Trout, Ries is credited with coining

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