



Summary: The 22 Immutable Laws of Marketing - Al Ries and Jack Trout: Violate Them At Your Own Risk

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Complete summary of Al Ries and Jack Trout's book: "The 22 Immutable Laws of Marketing".

This summary of the ideas from Al Ries and Jack Trout's book "The 22 Immutable Laws of Marketing" shows that there is a widely-held assumption that marketing is a field in which anyone can succeed, with enough enthusiasm. This summary shows that marketing has rules of success, just like any other profession. It highlights the 22 laws of marketing and explains why failure will ensue, should you break them.

Added-value of this summary:

- Save time
- Understand the key concepts
- Expand your knowledge of marketing

To learn more, read "The 22 Immutable Laws of Marketing" and discover the truth about marketing!



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