



# Repositioning: Marketing in an Era of Competition, Change and Crisis

By Jack Trout, Steve Rivkin

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**Repositioning: Marketing in an Era of Competition, Change and Crisis** By Jack Trout, Steve Rivkin

**The book that completes *Positioning* . . .**

Thirty years ago, Jack Trout and Al Ries published their classic bestseller, *Positioning: The Battle for Your Mind*?a book that revolutionized the world of marketing. But times have changed. Competition is fiercer. Consumers are savvier. Communications are faster. And once-successful companies are in crisis mode.

*Repositioning* shows you how to adapt, compete?and succeed?in today's overcrowded marketplace. Global marketing expert Jack Trout has retooled his most effective positioning strategies?providing a must-have arsenal of proven marketing techniques specifically redesigned for our current climate. With *Repositioning*, you can conquer the "3 Cs" of business: Competition, Change, and Crisis . . .

1. **BEAT THE COMPETITION:** Challenge your rivals, differentiate your product, increase your value, and stand out in the crowd.
2. **CHANGE WITH THE TIMES:** Use the latest technologies, communications, and multimedia resources to connect with your consumers.
3. **MANAGE A CRISIS:** Cope with everything from profit losses and rising costs to bad press and PR nightmares.

Even if your company is doing well, these cutting-edge marketing observations can keep you on top of your game and ahead of the pack. You'll discover how expanding product lines may decrease your overall sales, why new brand names often outsell established brands, and why slashing prices is usually a bad idea. You'll learn the dangers of attacking your competitors head-on?and the value of emphasizing value. You'll see how consumers can have too many choices to pick from?and what you can do to make them pick your brand.

Drawing from the latest research studies, consumer statistics, and business-news headlines, Trout reveals the hidden psychological motives that drive today's market. Understanding the mindset of your consumers is half the battle. Winning

in today's world is often a matter of repositioning. It's how you rethink the strategies you've always relied on. It's how you regain the success you've worked so hard for. It's how you win the new battle of the mind.

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So you've mastered the art of marketing. You've positioned your company, branded your product, and targeted your consumer. Unfortunately, in today's economy, that's not enough. You need REPOSITIONING.

A brilliant new approach to consumer psychology and corporate identity, this groundbreaking? and game-changing?guide shows you how to . . .

**RETHINK** your current marketing  
**REFOCUS** your consumer branding  
**REASSESS** your company's strengths  
**REPOSITION** your corporate identity  
**RECLAIM** your competitive edge

#### About the Author

**Jack Trout** is president of Trout & Partners, a worldwide marketing firm with headquarters in Connecticut and offices in 13 countries. With Al Ries, he coauthored the marketing classic *Positioning* and the bestsellers *Marketing Warfare* and *The 22 Immutable Laws of Marketing*. Trout's books have been translated into 16 languages, including the *BusinessWeek* bestseller *The New Positioning*. You can visit his Web site at [www.troutandpartners.com](http://www.troutandpartners.com).

**Steve Rivkin** is a naming expert with Trout & Partners and coauthor of three books with Jack Trout. He is founder of Rivkin & Associates LLC, a marketing and communications consultancy in Glen Rock, N.J. Visit Steve at [www.rivkin.net](http://www.rivkin.net).

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