



Summary: Repositioning: Review and Analysis of Trout and Rivkin's Book

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This complete summary of the ideas from Jack Trout and Steve Rivkin's book "Repositioning" shows how positioning is all about how you differentiate yourself in the mind of prospective customers – the process of creating mental links so whenever people think about your product category or line of business, your company's name will spring to mind. Repositioning is all about how you adjust and fine-tune perceptions about your company or your competition in order to make your marketing strategy work. In their book, the authors explain that you need to constantly keep repositioning, or you will be left behind. This summary provides readers with the solution to staying on top of their industries in this era of rapid technological change.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Repositioning" and find out what you can do to face today's market and succeed.

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