

# Positioning The Battle For Your Mind Pdf

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### **I wrote "Positioning The Battle for Your Mind" in 1981**

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November 4th, 2018 - A person's mind can only take so much information and it blocks out everything that is not important or relevant The authors define positioning as what you do to the mind of the prospect and not what you do to a product Positioning is the "new" approach to communication where the goal is to position the product in the mind of the prospect

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November 5th, 2018 - Positioning is based on how people think how they evaluate how they compare how they prioritize and how they select These are nearly timeless processes deeply embedded in the human mind Ries and Trout show you how to hook your message into the subconscious mind of your prospects

### **Positioning The Battle for Your Mind Al Ries Jack Trout**

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### **Positioning The Battle For Your Mind Summary Jack Trout**

December 31st, 2000 - Positioning is an approach that seeks to guide the placement of your message in a prospective customer's mind Positioning is essential for communicating in an over communicated society To stand out your company must create a position inside the customer

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