



The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand

By Al Ries, Laura Ries

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This marketing classic has been expanded to include new commentary, new illustrations, and a bonus book: *The 11 Immutable Laws of Internet Branding*.

Smart and accessible, *The 22 Immutable Laws of Branding* is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries. Combining *The 22 Immutable Laws of Branding* and *The 11 Immutable Laws of Internet Branding*, this book proclaims that the only way to stand out in today's marketplace is to build your product or service into a brand—and provides the step-by-step instructions you need to do so.

The 22 Immutable Laws of Branding also tackles one of the most challenging marketing problems today: branding on the Web. The Rieses divulge the controversial and counterintuitive strategies and secrets that both small and large companies have used to establish internet brands. *The 22 Immutable Laws of Branding* is the essential primer on building a category-dominating, world-class brand.

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Editorial Review

Amazon.com Review

When you call a book *The 22 Immutable Laws of Branding*, you're pretty much ruling out Oprah's Book Club as potential buyers. (Not that Oprah herself isn't a terrific brand.) This is an audiobook for a narrow demographic: entrepreneurs, top managers, and public-relations directors. Coauthor Al Ries comes off like the eccentric genius that most of these managers keep in a basement office, only listening to when necessary. When he says, "The power of a brand is inversely proportional to its scope," and hectors managers with the idea that "customers want brands that are narrow in scope," you know he's right (he backs himself up with dozens of examples), and you know it's the last thing powerful, expansion-minded businesspeople want to hear. Coauthor Laura Ries, his daughter and marketing-firm partner, also reads sections. (Running time: 1.5 hours, one cassette) --*Lou Schuler*

Review

The 22 Immutable Laws of Branding will enlighten many, and it attacks the jargon of the marketing professional with common sense Independent

About the Author

Al Ries and his daughter and business partner **Laura Ries** are two of the world's best-known marketing consultants, and their firm, Ries & Ries, works with many Fortune 500 companies. They are the authors of *The 22 Immutable Laws of Branding*, *The Fall of Advertising and the Rise of PR* (which was a *Wall Street Journal* and a *BusinessWeek* bestseller), and, most recently, *The Origin of Brands*. Al was recently named one of the Top 10 Business Gurus by the Marketing Executives Networking Group. Laura is a frequent television commentator and has appeared on the Fox News and Fox Business Channels, CNN, CNBC, PBS, ABC, CBS, and others.

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