22 Rules of Creating Successful Business

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1. It's better to be first than it is to be better
2. If you can't be first in a category, set up a new category you can be first in
3. It's better to be first in the mind than it is to be first in the marketplace
4. Marketing is not a battle of products, it's a battle of perception
5. The most powerful concept in marketing is owning a word in the prospect's mind
6. Two companies cannot own the same word in the prospect's mind
7. The strategy to use depends on which rung you occupy on the ladder
8. In the long run, every market becomes a two-horse race
9. If you're shooting for second place, your strategy is determined by the leader
10. Over time, a category will divide and become two or more categories
11. Marketing effects take place over an extended period of time
12. There's and irresistible pressure to extend the equity of a brand
13. You have to give up something in order to get something
14. For every attribute, there is an opposite, effective attribute
15. When you admit a negative, the prospect will give you a positive
16. In each situation, only one move will produce substantial results
17. Unless you write your competitors' plans, you can't predict the future
18. Success often leads to arrogance, and arrogance to failure
19. Failure is to be expected and accepted
20. The situation is often the opposite of the way it appears in the press
21. Successful programs are not built on fads, they're built on trends
22. Without adequate funding an idea won't get off the ground