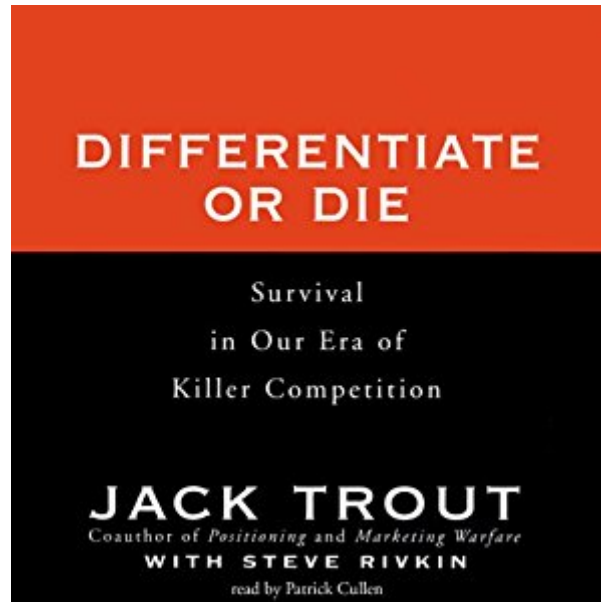




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Differentiate Or Die



Synopsis

A newly revised and expanded edition of the revolutionary business classic, *Differentiate or Die*, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. Veteran marketing guru Jack Trout uses real-world examples and his own unique insight to show you how to bind customers to your products for long-term success and loyalty. This edition includes new case studies, new research, and updated examples from around the world.

Book Information

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Customer Reviews

Bar none this is number 2 of the top 3 books I've ever read. If you are in any type of sales, or in a leadership or management position, THIS BOOK WILL BE YOUR BEST INVESTMENT. I've read around 30 sales books, all who have their idea of what the secret is to successful sales career. None of them worked. I was told by a co-worker who leads our company in production to read this. I read it and have read it again over 5 times. This book will brand you, whether as the leader in your organization, a salesperson, or whatever position you hold. Think of Apple and you'll think of the company's/product's simplicity and differentiation among its competitors. They successfully did what this book describes in beautiful and easy to read detail. If you can successfully brand yourself, you can do great things.

LOVE LOVE LOVE It. If you are in business and don't read this there is a good chance you might never succeed

Jack Trout does an incredible job of sifting through the white noise of fuzzy marketing. He makes a very compelling case that consumers make decisions based on concrete knowledge, facts and direct information gleaned from advertising - not silly tag lines, slogans and imagery. Although somewhat dated due to the companies used as examples, it is information that is must read for anyone in sales, marketing or business ownership. An interesting side note to the companies used, although at times a bit dated, it was still very interesting to read about what was happening to those companies ten years ago compared to where they are today (if in existence at all).

Really makes you rethink what you are doing. Could be a complete change to how you present your value proposition.

Decent book but very dated. Lots of companies that the author refers to as being on the right track with their marketing that have not done well after all. Also the author makes his left political leanings quite obvious which was a turnoff.

The most recent edition of the book is several years old and in my opinion, could use an update. However, other than that, at least for me, it was an important read.

I'm a big fan of the tenets in this book. The title is obviously dramatic but makes the core point. What we often fail to recognize is that "differentiation" doesn't have to mean creating something that has never been done before. It DOES, however, mean keep it fresh in the customer's mind which is an elusive cat in itself! ã Æ The Book on Business from A to Z: The 260 Most Important Answers You Need to Know.

I am a USA local and the products presented are pretty good examples. This is a book on the subject of "differentiation" though, not one on products. As a person using the material in this book, I hesitate to tell how good it is actually. Because if everyone used this then there would be more competition. But it seems plain, not everyone will get the material so I can use it to my own advantage. In conjunction with "positioning", this is fundamental material that can be used in a very valuable way in marketing or selling. The book clearly explains how homogeneity comes up short. Bill is like Bob. Jill is like Jane. Etc. Who should I buy from? Read the book and find out. Or better yet, think it's not as the positive reviews say and leave all the opportunity for us. This book should

be a secret in boardrooms, but you realize while reading it that it's probably not.

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