The 22 Immutable Laws of Marketing
From the book “The 22 Immutable Laws of Marketing”
by Al Ries and Jack Trout

1. The Law of Leadership
   It is better to be first than it is to be better.

2. The Law of the Category
   If you can’t be first in a category, set up a new category you can be first in.

3. The Law of the Mind
   It’s better to be first in the mind than to be first in the marketplace.

4. The Law of Perception
   Marketing is not a battle of products, it’s a battle of perceptions.

5. The Law of Focus
   The most powerful concept in marketing is owning a word in the prospect’s mind.

6. The Law of Exclusivity
   Two companies cannot own the same word in the prospect’s mind.

7. The Law of the Ladder
   The strategy to use depends on which rung you occupy on the ladder.

8. The Law of Duality
   In the long run, every market becomes a two-horse race.

9. The Law of the Opposite
   If you’re shooting for second place, your strategy is determined by the leader.

10. The Law of Division
    Over time, a category will divide and become two or more categories.

11. The Law of Perspective
    Marketing effects take place over an extended period of time.

12. The Law of Line Extension
    There’s an irresistible pressure to extend the equity of the brand.

13. The Law of Sacrifice
    You have to give up something in order to get something.

14. The Law of Attributes
    For every attribute, there is an opposite, effective attribute.
15. The Law of Candor
   When you admit a negative, the prospect will give you a positive.

16. The Law of Singularity
   In each situation, only one move will produce substantial results.

17. The Law of Unpredictability
   Unless you write your competitor’s plans, you can’t predict the future.

18. The Law of Success
   Success often leads to arrogance, and arrogance to failure.

19. The Law of Failure
   Failure is to be expected and accepted.

20. The Law of Hype
   The situation is often the opposite of the way it appears in the press.

21. The Law of Acceleration
   Successful programs are not built on fads, they’re built on trends.

22. The Law of Resources
   Without adequate funding an idea won’t get off the ground.