

## THE 22 IMMUTABLE LAWS OF MARKETING

**Al Ries and Jack Trout**

Publisher: Perfectbound, 2002; Paperback: 144 Pages;  
Language: English; ISBN: 0-06054691-3

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### **About Authors:**

"The 22 Immutable Laws of Marketing" is a book written by Al Ries and Jack Trout that outlines 22 laws that they believe are crucial for successful marketing. The book was first published in 1993 and has since become a classic in the field of marketing.

Al Ries and Jack Trout, are arguably the world's most successful marketing strategists. The authors run a marketing consulting company named 'Connecticut' in Greenwich. This firm serves clients from AT&T to Weyerhaeuser. Jack Trout is the business partner of Al Ries, and they are also coauthors of several books on marketing warfare, positioning, and bottom-up marketing. etc., out of which "The 22 Immutable Laws of Marketing" is remarkable.

Over forty years of marketing and consulting expertise governed by the definitive rules of the world of marketing, the authors put the insights of selected and very specific marketing rules in this book. Common sense suggestions, real-life examples, and intuitions mixed in "The 22 Immutable Laws of Marketing" are nothing less than the useful rules by which it is determined that any company will rule or fail. This book is divided into 22 chapters explaining the 22 immutable laws of marketing with actual examples.

**Citation:** V, J., Kumari, S., Srivastava, M., & Dande, S. (2023). The 22 immutable laws of marketing. VLEARNY Journal of Business, 1(1), 66–69. <https://doi.org/10.5281/zenodo.10251565>

## SUMMARY OF 22 LAWS

**1. The law of leadership:** it surpasses to pioneer rather than excelling: The fundamental matter in marketing is to give birth to a category in which you can pioneer. This law will apply to all of the product or category, it won't concentrate on high demand products but also apply for small and new one product. like the first rocket launched by India is Nike-Apache rocket. So, this responsibility taken by Vikram Sarabhai and the team.

**2. The law of the category:** if you can't be innovator in a category, establish a fresh category in which you can be pioneer.

**3. The law of the mind :** The marketing is a battle of perception, not product. The first brand that comes to mind when a customer thinks of a certain product or service wins. Once mind has fixed then we can't change a mind of customer. Having a simple easy-to-remember name helps get into prospect's minds.

**4. The law of perception:** marketing is not a clash of products, it's a clash of perceptions. what people believe about a product or brand plays a more important role rather than the actual qualities of the product.

**5. The law of focus :** The most potent notion in marketing is possessing a word in the prospect's mind (i.e., the way that Coke 'possesses' the word 'cola', or Xerox possesses 'copier').

**6. The law of exclusivity:** It states that if two companies own the same word in a prospect's mind, the second company is at a disadvantage. This is because the prospect will already have a strong association with the first company when they hear that word.

**7. The law of the ladder:** It states that strategies differ depending on which rung of the ladder you are on. The ladder represents the hierarchy of brands in a category, with the most popular brand at the top.

For each category, there is a market and even No.2 and No.3 position companies in the market also can play a vital role in creating their own strategies to be in the mindset of the customer. They give the examples of Avis Rental cars, Adelphi University, Chrysler cars. In Avis example, as being a Top 2 in the market, after failing so many attempts to compete with top 1 position, they understood that their rung in the ladder and admits it. For that sake they survived in the market. With Adelphi university example, they made a statement that they are going to compete with Harvard university, being a non-choice for the topper students, they can't able to achieve what they want for. And then the law speaks about Product interest and how many rungs in the ladder, Products use every day has many rungs in the ladder, Products use infrequently has a few rungs.

**8. The law of duality:** It states that, every market turns into a two-horse race. This is because consumers tend to simplify things and choose between two options.

**9. The Law Of Opposite:** Instead of focusing on second place, businesses should focus on being the best at what they do. This means developing a unique value proposition that sets them apart from the competition. It also means being proactive and setting your own trends.

**10. The law of division:** It states that over time, one category will split into two or more categories. This is because as markets mature, consumers become more sophisticated and demanding. e.g., Volkswagen enter into the US market as small car seller and introduce the Beetle as a compact car and capture 67% of US small car market. Now this German car maker also introduced the Big SUV and the sedan under the same brand name to compete with the US giant GM (General Motor ) which sells different cars under different brand name such as Big Cars under Cadillacs, sedans under Chevrolet and other. What Volkswagen did they sell under the same brand name Volkswagen they do not divide the category and not apply the law of division now their market share reduced to 4% on of then.

- 11. The law of perspective:** It states that marketing happens over long periods of time. It is important to have a long-term perspective when developing and executing marketing strategies.
- 12. The law of line extension:** It states that there is an irresistible pressure to extend the equity of the brand. This can be a dangerous thing to do, as it can dilute the brand and confuse consumers.
- 13. The law of sacrifice:** It that you have to give up something in order to get something. This is because it is impossible to be everything to everyone. You need to focus on your strengths and give up on the things you are not good at.
- 14. The Law of Attributes:** For every attribute, there is an opposite effective attribute. This means that you need to position your product or service in a way that highlights its unique benefits, even if those benefits are the opposite of what other products or services offer.
- 15. The Law of Condor:** By admitting a negative, you can position yourself as a trusted advisor and build credibility with potential customers. Instead of hiding flaws, businesses should address them and explain how they're working to improve. By doing this, customers are more likely to believe in the brand's claims and recommendations. However, it's important to find a balance, as being too negative can also backfire.
- 16. The Law of Singularity:** This means that you need to be focused and strategic in your marketing efforts. Don't try to do too much at once, or you'll spread yourself too thin and dilute your results. This law emphasizes that being distinct helps a brand become more recognizable and attracts customers who are looking for something fresh and exciting. Overall, the Law of Singularity guides businesses to find their own special thing that sets them apart in a crowded market.
- 17. The Law of Unpredictability:** This means that you need to be flexible and adaptable in your marketing approach. Be prepared to change your plans as needed in order to stay ahead of the competition.
- 18. The Law of Success:** This means that it's important to stay humble and grounded, even when you're doing well. Don't let success go to your head, or you'll risk making mistakes that could cost you your business.
- 19. The Law of Failure:** This means that you shouldn't be afraid to take risks and try new things. Everyone fails at some point, but it's important to learn from your mistakes and move on.
- 20. The Law of Hype:** This means that you need to be critical of the information you read and hear in the media.
- 21. The Law of Acceleration:** This means that you need to be focused on long-term success, not just short-term gains. Invest in programs that will help you grow your business over time.
- 22. The Law of Resources:** This means that you need to have a realistic budget for your marketing efforts. I flash back a close associate of mine formerly telling me 'You should always approach an investor when you least need plutocrat – you'll have a better logrolling power also'. This actually makes good sense in the request as the further hopeless you more you tend to lose in the form of commercial stakes and controlling equality. still, this is fully individual grounded and depends on how one handles the situation whilst negotiating with the investors.

### LEARNING OBJECTIVE FROM THE BOOK

- Gain an understanding of positioning and its strategic application in establishing your brand within consumer perception. Recognize the importance of prioritizing either being the first in

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an existing category or pioneering a new category.

- Acquire an understanding of how consumer behaviour is shaped by perception and learn strategies to actively manage and mould the way your brand or product is perceived.
- Cultivate a strategic perspective through the examination of real-life instances and practical case studies exemplifying the 22 immutable laws. Acquire the skills to implement these principles into your marketing tactics, enabling well-informed choices for marketing triumph.

## CONCLUSION

The book is an interesting to read because, though not surprising, it's not new. One of the things that is fascinating about it is how counterintuitive it is to some ideas, such as the idea that specific product attributes aren't really the point but rather where that product sits in the consumer's psyche. But there's the twenty two "laws," after all, and they're about most all the issues any human could run into, so the book comes off looking more prophetic than it may.

They also offer a disclaimer that their advice might offend senior management in your company who "have a large amount of emotional capital and pride invested in the brand," and thus "are attracted to the opportunity to exploit this asset...by line extension." We can also anticipate resistance from junior "new school" marketing folks who want to shake things up and leave their mark on the company.