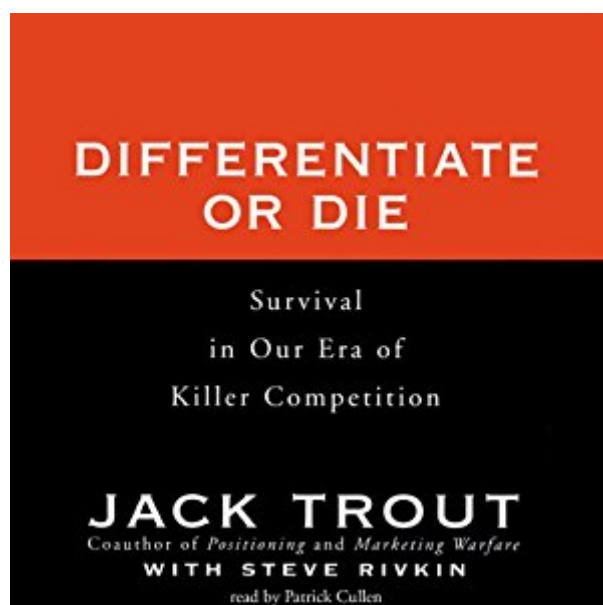


The book was found

# Differentiate Or Die



## Synopsis

In today's ultra-competitive world, the average supermarket has 40,000 brand items on its shelves. Car shoppers can visit the showrooms of over twenty auto makers. Differentiating products today is more challenging than at any time in history, yet it remains a key to a company's survival. In *Differentiate or Die*, best-selling author Jack Trout takes marketers to task for taking the easy route of high-tech razzle-dazzle and sleight of hand instead of marketing their product's uniquely valuable qualities. He examines successful differentiation initiatives—from giants like Wal-Mart to tiny Trinity College—to determine why some succeed and some fail. The author outlines the many ways to achieve differentiation, while also warning of how difficult it is to achieve differentiation by being creative, cheap, customer oriented, or quality driven, things that your competitor can do as well. Jack Trout is president of Trout & Partners, a marketing firm with offices in thirteen countries and a client list that includes AT&T, IBM, Sears, Merrill Lynch, and other Fortune 500 companies. He was the first to popularize the idea of "positioning" products in the minds of consumers. He is a sought-after speaker and the author of numerous marketing classics. Steve Rivkin, the coauthor of *The New Positioning* and *The Power of Simplicity*, is head of his own communications consulting firm, whose clients include Kraft Foods, Olin Corporation, and Horizon Health System. He is based in Glen Rock, New Jersey.

## 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.

Differentiate or Die is an excellent read for any business, whether you are just getting started or have been around for a long time. If you need motivation to stay on top in the 21st Century then read this book. All you need to do is look into what your competition is NOT doing and DO that! That one thing you do will make a difference and you will beat the competition. Trout & Rivken's book is about the importance of differentiating yourself from your competitors. Trying to be all things to all people is a mistake. Instead, find a niche and focus your efforts there. Helpful tips for you from the authors include; 1. Take marketing classes that are up to date in the 21st century 2. Promote what makes you special and different from your competitors 3. Do your marketing and competition research before branding 4. It is okay to get help from experts in your field 5. Stay focused on your message and if things get out of hand, go back to your basic mission statement or elevator pitch 6. Never give up or lose your focus

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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).

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.

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!Â The Book on Business from A to Z: The 260 Most Important Answers You Need to Know.

Your company isn't the only game in town, so how can you be competitive and stay in business in this economic environment? Trout & Rivken's book is about the importance of differentiating yourself from your competitors. Trying to be all things to all people is a mistake. Instead, find a niche and focus your efforts there. They have great suggestions (and warnings) throughout the book: \* If you try to do everything, your brand will lose focus. It will no longer be clear what you are really about. \* Don't be afraid to brag about your accomplishments. Those are a point of differentiation. \* Too much growth can actually be a distraction, moving your focus away from the original message. \* Solid marketing skills and staying open to innovation is a must. \* Think about what makes you different and promote it as a benefit. Differentiate or Die is an excellent read for any business, whether you are just getting started or have been around for a long time.

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.

Lots of out-dated business anecdotes, with a few good axioms about brand positioning thrown in. Like most business books, you will get all of the important info you need by reading the last chapter.

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