

## **The 22 Immutable Laws of Marketing** (Trout et al. 1994)

Below are some basic laws of marketing, which are relevant as important guidelines for senior management strategic planning and marketing management.

### **1. The Law of Leadership**

It is better to be first than it is to be better.

### **2. The Law of Category**

If you can't be first in the category, set up a new category you can be first in.

### **3. The Law of the Mind**

It is 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 is 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 the category will divide and become two 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 will 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 Candour**

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 competitors' 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 to the way it appears in the press.

### **21. The Law of Acceleration**

Successful programs are not built on fads, they are built on trends.

### **22. The Law of Resources**

Without adequate funding, the idea won't get off the ground (the most important law).