[PDF] The 11 Immutable Laws Of Internet Branding

Al Ries, Laura Ries - pdf download free book

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Description:

To most observers, the Internet is too new a medium to draw any firm conclusions about how to use it for business. But the Rieses have already come up with 11 "immutable" laws. Each is somewhat counterintuitive, and a couple are downright debatable. Start with No. 1: the Law of Either/Or. It states that a Web site can be a business or a medium for information, but not both. Therefore, companies have to choose which purpose they want to use the Internet for. Is it a medium, a way to get out the message about an existing "outernet" business? An example of this would be a magazine that puts up a Web site to allow readers to sample its content and then order a subscription. Or is it a business, trying to make money by selling a product or service? The Rieses argue that when a company decides to do business on the Web,

it's better off starting a new brand rather than trying to extend its existing name. Another debate might erupt over No. 10: the Law of Divergence. Rather than the Internet becoming a medium that combines radio, TV, and telephone service, the Rieses say technology always goes in the opposite direction--it splinters. They use the analogy of the combination car and boat someone once invented: it drove like a boat and floated like a car. Thus, the Internet will separate into different types of services but will never converge with TV and radio.

Only history will tell us if these laws are truly immutable, but one thing is certain now: there's not a paragraph in this book that isn't provocative in some way. Businesspeople may not take all the counsel the Rieses offer, but they'd be nuts not to at least consider it. *--Lou Schuler*

From Al Ries and partner Jack Trout made *positioning* a buzzword with their so-titled book on marketing in the 1980s. Later they laid down *The 22 Immutable Laws of Marketing* (1993). Now "branding" is marketing's catchphrase, and Ries has already teamed with daughter Laura to set out *The 22 Immutable Laws of Branding* (1998). Arguing that the Internet will change our lives more than either TV or the computer, the Rieses here offer 11 invariable rules for building brands on "the Net." They liken the current state of the Internet to that of the unruly, uncontrollable Wild West. Perhaps that is why this time around they can come up with only 11 laws. Regardless, the pair employs its own unique brand of common sense to look at what has been successful on the Internet and what has not. From their many examples, they extrapolate a straightforward canon that can be applied by companies big and small and by those doing business on the Internet and those that, with the Rieses' urging, inevitably will. *David Rouse*

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Brash, bold, and mercifully succinct, The 11 Immutable Laws of Internet Branding is the definitive text for businesses eager to jump on the Internet expressway. ADVERTISEMENTS. "It is better to deserve honors and not have them than to have them and not to deserve them." FNN Branding BusinessThe 11 Immutable Laws of Internet Branding [Infographic]. The 11 Immutable Laws of Internet Branding [Infographic]. April 26, 2013. Written by: Ready Inc. Leave a reply. Category: Branding, Business. permalink. Tagged underÂ Al and Laura Ries (father and daughter), well-respected branding and marketing consultants, penned The 11 Immutable Laws of Internet Branding back in 2002. Amazingly, the laws they crafted over a decade ago still hold fast today. Hereâ€™s a snapshot of the 11 Immutable Laws: 1. The Law of Either/Or: Either use the Internet as a medium, or use it to create your brand from scratch. It wonâ€™t seamlessly carry over your offline brand. 2. The Law of Interactivity: In order to be successful, your website must be interactive and engaging. SUPPLY MANAGEMENT. How do you build your company, product or service into a hot and profitable brand using the Internet? 'The 11 Immutable Laws of Internet branding' reveals the revolutionary strategies that create successful branding on the Net. Including: Beciding whether the Internet is a business or a medium. Building interactivity into your site. Searching for the killer name no-one will forget. Using examples and anecdotes from their own consulting business with top brands, renowned marketing guru Al Ries and his daughter and business partner Laura demonstrate how Internet branding reall Smart and accessible, The 22 Immutable Laws of Branding is the definitive text on branding, pairing anecdotes about some of the best brands in the world, like Rolex, Volvo, and Heineken, with the signature savvy of marketing gurus Al and Laura Ries. Combining The 22 Immutable Laws of Branding and The 11 Immutable Laws of Internet Branding , this book proclaims that the only way to stand out in todayâ€™s marketplace is to build your product or service into a brand - and provides the step-by-step instructions you need to do so. 3 out of 5 stars. Good, but out of date. By Dave C. on 09-07-14. The 2