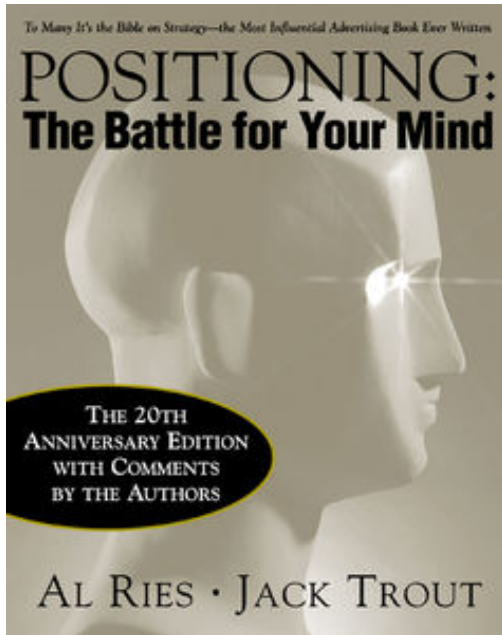


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A handsome edition of the original 1981 text, this 20th Anniversary Edition makes available to business and marketing professionals—including tens of thousands of Ries and Trout groupies, worldwide—the work that forever changed the way marketing strategy is done. This new edition features commentary from the authors that offers fresh insight into why “positioning” a product in a prospective customer’s mind is still the most important strategy in

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