



Differentiate or Die: Survival in Our Era of Killer Competition

By Jack Trout

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"Any damn fool can put on a deal, but it takes genius, faith, and perseverance to create a brand."-David Ogilvy

In today's ultra-competitive world, the average supermarket has 40,000 brand items on its shelves. Car shoppers can wander through the showrooms of over twenty automobile makers. For marketers, differentiating products today is more challenging than at any time in history yet it remains at the heart of successful marketing. More importantly, it remains the key to a company's survival.

In *Differentiate or Die*, bestselling author Jack Trout doesn't beat around the bush. He takes marketers to task for taking the easy route too often, employing high-tech razzle-dazzle and sleight of hand when they should be working to discover and market their product's uniquely valuable qualities. He examines successful differentiation initiatives from giants like Dell Computer, Southwest Airlines, and Wal-Mart to smaller success stories like Streit's Matzoh and Connecticut's tiny Trinity College to determine why some marketers succeed at differentiating themselves while others struggle and fail.

More than just a collection of marketing success stories, however, *Differentiate or Die* is an in-depth exploration of today's most successful differentiation strategies. It explains what these strategies are, where and when they should be applied, and how they can help you carve out your own image in a crowded marketplace. Marketing executives in all types of organizations, regardless of size, can learn how to achieve product differentiation through strategies including:

- * Revisiting the U.S.P.

Rosser Reeves's classic unique selling proposition approach, updated for today's marketplace

- * Positioning

Understanding how the mind works in the differentiating process

- * Owning an Idea

Techniques to seize a differentiating idea, dramatize it, and make it your own

- * Competition

How to use differentiating ideas against your competitors in the marketplace

Consumers today are faced with an explosion of choices. In this environment, distinctive product attributes are quickly copied by competitors, perceived by

consumers to be minimal, or both. Still, those who fail to differentiate their product or service in the mind of the consumer won't stand a chance.

Differentiate or Die outlines the many ways you can achieve differentiation. It also warns how difficult it is to achieve differentiation by being creative, cheap, customer oriented, or quality driven things that your competitors can do as well.

Praise for Differentiate or Die

"Another great book by the king of positioning!"-John Schnatter, CEO, Papa John's International

"Differentiate or Die differentiates itself on the groaning marketing bookshelf with its lucid prose, its clear vision of the future marketplace . . . and its sensible solutions for surviving the frenzied competition we're sure to find there."-Dan Rather, CBS News

"What I like about Differentiate or Die is the book's emphasis on the power of logic, simplicity, and clarity-getting to the essence of a problem. In Silicon Valley, attributes like that can make the difference between having lunch and being lunch."-Scott McNealy, CEO, Sun Microsystems, Inc.

"Trout and Rivkin marvelously illustrate that differentiation is the cornerstone of successful marketing." -Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing,

Kellogg Graduate School of Management, Northwestern University

"We've built our business by being first-and executing best. Jack Trout and Steve Rivkin are doing the same, delivering the timely, powerful insights that will drive tomorrow's marketing strategies. A must read for anyone looking to win in an unforgiving competitive marketplace."-Mike Ruettgers, CEO, EMC Corporation

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Editorial Review

Amazon.com Review

There are no two ways about it with Jack Trout. Either you've got a product or service that you can say is different, or you don't have much at all. In today's global marketplace and at its lightning-fast rate of change, there's no point in inventing and presenting a product only to sit back and hope that consumers everywhere will discover its greatness. It's not simply about what you or your product can do, it's about what you do differently from everyone else. Coauthors Trout and Steve Rivkin say it all in their no-holds-barred title, *Differentiate or Die*.

A disciple of the marketing guru Rosser Reeves, who introduced the concept of the "unique selling proposition," Trout relays his vision of what can help you differentiate in blunt, tell-it-like-it-is prose. First he breaks the bad news that product quality, advertising creativity, price advantage, and breadth of product line are rarely successful ways to differentiate your business. Consumers expect the best quality, he says; they don't think it's a bonus. In the same vein, your competitor can slash prices just as quickly as you. After dismissing these common marketing techniques as futile, Trout concentrates on which differentiating ideas will set you apart from the pack: Being first (and staying there), owning a discernible attribute, having a heritage, becoming the preference of a particular consumer group, or even being the most recent arrival in a product arena are just some of these useful differentiates. Though the book's fast and quippy narrative style may leave some readers looking for more substance behind his adamant assertions, Trout's recommendations act as inspirational spurts of energy. A slim manual packed with punchy points, *Differentiate or Die* won't take you long to read but could make a lasting--you guessed it--difference to the success of your business. --
S. Ketchum

From the Back Cover

AN IN-DEPTH EXPLORATION OF TODAY'S MOST SUCCESSFUL DIFFERENTIATION STRATEGIES

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About the Author

JACK TROUT is President of Trout & Partners Ltd. (www.troutandpartners.com), one of the most prestigious marketing firms in the United States, with offices in 13 countries and a client list that includes AT&T, IBM, Merrill Lynch, Sears, and other Fortune 500 companies. Recognized as one of the influential

gurus of marketing, Trout was the first to popularize the idea of "positioning" products and ideas in the minds of consumers. A sought-after speaker, he is the author of numerous marketing classics including the bestselling *Positioning: The Battle for Your Mind*, *The 22 Immutable Laws of Marketing*, and *The Power of Simplicity*.

STEVE RIVKIN is coauthor of *The New Positioning* and *The Power of Simplicity* and head of a communications consulting firm whose clients include Kraft Foods, Olin Corp., and Horizon Health System. He is based in Glen Rock, New Jersey.

Users Review

From reader reviews:

Elizabeth Rodrigues:

Do you have favorite book? When you have, what is your favorite's book? E-book is very important thing for us to understand everything in the world. Each reserve has different aim or maybe goal; it means that reserve has different type. Some people really feel enjoy to spend their the perfect time to read a book. These are reading whatever they have because their hobby will be reading a book. Why not the person who don't like reading through a book? Sometime, person feel need book when they found difficult problem or exercise. Well, probably you'll have this *Differentiate or Die: Survival in Our Era of Killer Competition*.

Sherry Spears:

As people who live in often the modest era should be revise about what going on or information even knowledge to make them keep up with the era and that is always change and advance. Some of you maybe will update themselves by reading books. It is a good choice for yourself but the problems coming to an individual is you don't know which you should start with. This *Differentiate or Die: Survival in Our Era of Killer Competition* is our recommendation to help you keep up with the world. Why, because book serves what you want and wish in this era.

Alfred Leahy:

Now a day those who Living in the era wherever everything reachable by talk with the internet and the resources in it can be true or not require people to be aware of each details they get. How people have to be smart in obtaining any information nowadays? Of course the reply is reading a book. Reading a book can help persons out of this uncertainty Information especially this *Differentiate or Die: Survival in Our Era of Killer Competition* book as this book offers you rich data and knowledge. Of course the details in this book hundred % guarantees there is no doubt in it you may already know.

Gloria Quinones:

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