



# **The 22 Immutable Laws of Marketing... In 15 Minutes - The Marketers's Summary of Al Ries and Jack Trout's Best Selling Book**

*James Good*

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This is a book summary for *The 22 Immutable Laws of Marketing* by **Al Ries and Jack Trout**. The most essential information is condensed and organized so its easy to read, directly to the point and saves you loads of time!

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**1.) The busy individual familiar with the book and seek a solid reinforcement of the key principles and better understanding of the 22 laws.**

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