



## Al Ries

Principal Marketer

*"Start narrow then expand" - Al Ries*

Al Ries is a leading PR and marketing authority. Chairman of Ries & Ries, he counts numerous global organisations among his clients. A learned and current authority, he shares his vision through his impressive collection of authoritative publications.

### TOPICS:

- Positioning
- Laws of Branding
- Product Launching
- Internet: The Third Retail Revolution
- The Fall of Advertising and the Rise of PR

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2005** The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands (with Laura Ries)
- 2004** Plugged-In PR: Maximising Your Message in Today's Wired World
- 2003** The 22 Immutable Laws of Branding
- 2002** The Fall of Advertising
- 2001** Positioning: The Battle for Your Mind

### IN DETAIL:

Since co-authoring a notorious series of articles on positioning, with Jack Trout, he has published various industry classics. Following service in the US Army his marketing career began at General Electric. He progressed to Needham, Louis & Brorby and Martseller before starting his own advertising agency, Ries Cappiello Colwell. PR Week named him as one of the 100 most influential public relations people of the 20th Century.

### WHAT HE OFFERS YOU:

In a brand conscious world, he is supremely placed to advise you on strategies that transform products and services to market leaders. Ripe for today's market he reveals why a narrow focus is essential to owning a category in the consumers' mind and the potential power of your Internet brand.

### HOW HE PRESENTS:

Energy and dynamism combine effortlessly with his compelling messages. You will be both challenged and enthused.