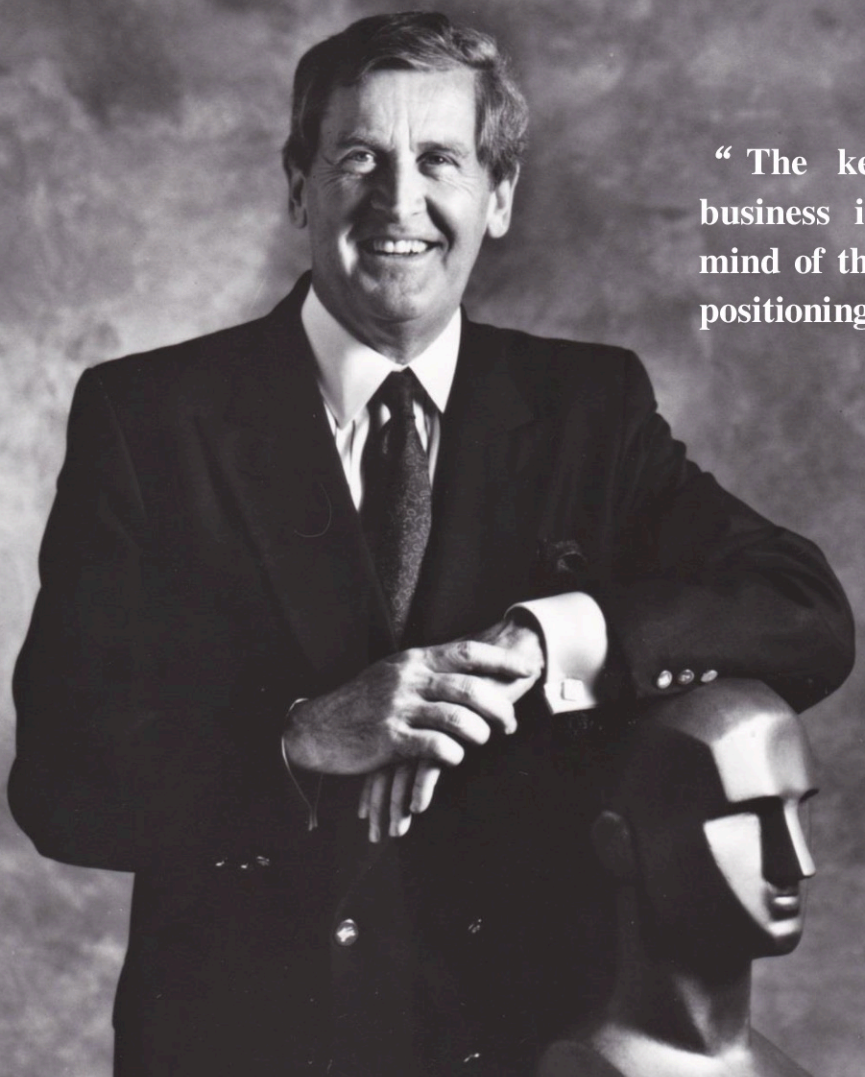


In Memory of The Father of Positioning Jack Trout

1935 - 2017

Management guru Peter F. Drucker time and again emphasized that the results of a company lie on the outside, but where is it? Back in 1969, Jack Trout answered the question, and that is the results of a business exist in the mind of the prospect. Only by occupying an advantageous position in the mind of the prospect and thereby winning their preferences can a business produce good results.

Since then, Mr. Trout devoted his life to developing positioning into a complete and systematic discipline that is pragmatic in nature, as well as the dissemination and practice of positioning worldwide. He authored and co-authored 15 books, including *Positioning*, *The New Positioning*, *Repositioning*, *Marketing Warfare* and *Trout on Strategy*, which have been translated into dozens of languages. He is also the founder of Trout & Partners with branches in over 20 countries.



“The key to the success of a business is to be different in the mind of the prospect, which is what positioning is all about.”

— Jack Trout

Trout & Partners LLC