

**Book Title: Differentiate Or Die**

Author: Jack Trout, with Steve Rivkin

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**Summary**

In marketing, the key to surviving is being able to effectively differentiate yourself from the masses. With “Differentiate Or Die”, Jack Trout and Steve Rivkin take readers on a journey to understand the “what’s” and “how’s” of differentiation. They offer a four-step approach to develop your differentiating factor.

After reading “The New Positioning” and “The 22 Immutable Laws Of Marketing”, I personally feel that this book has sealed Jack Trout’s position as the authority on market positioning.

Although similar in many respects to his previous books, from the style of writing to the biting humour that brings such sweet enlightenment, this classic deserves a permanent place in any marketer’s reference library.

In this book, Trout and Rivkin integrates lessons from both online and offline businesses – a good direction considering the growing trend of e-commerce today. According to Trout and Rivkin, to survive in this harsh competitive world, a company must be able to differentiate themselves from the pack.

Sounds familiar? If you have read his books on positioning, it’s no wonder. But read on and you will find nuggets of wisdom and insight to help with your marketing strategies.

**Top Three Lessons**

Here are the top three things that I’ve learned from this book:

**1. Unique Selling Propositions.**

Or USPs for short, these are one of the key elements that a business needs to differentiate themselves from the competition. In a world where information could probably be measured by the tonnage and time is a luxury too precious to be spent, USPs can help a business stand out and get noticed among a sea of similar businesses and products.

**2. How to differentiate**

Trout and Rivkin provide readers with a simple four-step guide to differentiate a business or product.

- a. Make sense in the context
- b. Find the differentiating idea
- c. Have the credentials
- d. Communicate your difference

Any marketer or business owner can follow this helpful guide to develop that differentiating factor, but be warned – not all differentiating ideas can work. Trout and Rivkin takes it a step further by

showing readers what kind of ideas DO work.

3. **The detriments of growth.**

Company growth is not always a good thing, especially since growth can destroy a company's differences. In the pursuit for growth, the direction you take in marketing should not undermine what makes the company or product different. Readers are warned that what works in one country may not

necessarily succeed in another. The real world examples provided also highlight how cultural differences can determine if you make it or break it in that geography.

Branding, positioning or differentiation – it's all about driving customers your way. If you are looking to stand out from the masses or to find that unique identity, then pick up some pointers from this book. You can thank Mr Trout and Mr Rivkin later.

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