



# Positioning the Brand: An Inside-Out Approach

*Rik Riezebos, Jaap van der Grinten*

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## **Positioning the Brand: An Inside-Out Approach** Rik Riezebos, Jaap van der Grinten

Positioning is hot. Not only in the realm of consumer goods manufacturers, but also for other companies, institutions, governments and even individual persons. An explosion of good quality products on the market and targeted media and advertising campaigns has led to an increasing interest from organizations as to how to strategically position their brand.

Up to now, only a few books on positioning were published. *Positioning the Brand* picks up the gauntlet with an approach based on two fundamental choices: Firstly, the book was written from the perspective of the brand manager, and has therefore been shaped as a practical roadmap. Secondly, this book advocates a new stance on positioning, teaching the reader to look from the inside-out, instead of adopting the usual outside-in methodology. This inside-out approach departs from an analysis of the corporate identity, enabling better fulfilment of external positioning, and ensuring internal support.

This book is intended for (future) managers, marketing professionals and communication professionals responsible for the commercial success and reputation of a brand. The contents have a practical set-up, reinforced by engaging examples, and enable the reader to individually complete a positioning process.

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