



Jack Trout Breakfast Event
Wednesday, May 25th @ 8am

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**"Repositioning:
Marketing In an Era of Competition, Change and Crisis"**
with Jack Trout

Wednesday, May 25th
8:00 - 9:30am

Location: NYAMA Office
116 E. 27th St. (Between Park and Lexington Ave.)

The marketplace is changing. Are you?

So you've mastered the art of marketing. You've positioned your company, branded your product, and targeted your consumer. Unfortunately, in today's economy, that's not enough.

You need REPOSITIONING.

Repositioning shows you how to adapt, compete-and succeed-in today's overcrowded marketplace. Global marketing expert Jack Trout has retooled his most effective positioning strategies-providing a must-have arsenal of proven marketing techniques specifically redesigned for our current climate.

Jack will present a wide variety of case studies from the U.S. and around the globe that are utilizing this strategy. They range from retail (**Wal-Mart**) to banking to tourism (**Spain**) to pharmaceuticals (**Merck**) to computers (**Apple**) to automotive (**General Motors**) to ultrasound (**Sonosite**) to name but a few examples.

[Full Details](#)

About Jack Trout

He is president of Trout & Partners Ltd. an international marketing consultancy based in Connecticut. He has consulted for such companies as Hewlett-Packard, Southwest Airlines, Merck, Procter & Gamble, Papa John's Pizza and many others. He has consulted with the State Department on how to better sell America and in 2006 helped the Democrats regain leadership of the U.S. Congress. He continues to advise the current administration on strategy.

Recognized as one of the world's foremost marketing strategists, Trout is the originator of

Positioning and other important concepts in marketing strategy. He has over 40 years of experience in advertising and marketing, and became a boardroom advisor to some of the world's largest corporations and his worldwide consulting work gives him first-hand experience in a wide range of marketing scenarios. Jack Trout has gained an international reputation as a consultant, writer, speaker, and proponent of leading-edge marketing strategies.

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