

CasinoPros / Marketing Laws

1. **The Law of Leadership** – “It’s better to be first than it is to be better”.
2. **The Law of Category** – “If you can’t be first in a category, set up a new category you can be first in”.
3. **The Law of the Mind** – “It’s better to be first in the mind than to be first in the marketplace”.
4. **The Law of Perception** – “Marketing is not a battle of products, it’s a battle of perceptions”.
5. **The Law of Focus** – “The most powerful concept in marketing is owning a word in the prospect’s mind”.
6. **The Law of Exclusivity** – “Two companies cannot own the same word in the prospect’s mind”.
7. **The Law of the Ladder** – “The strategy to use depends on which rung you occupy on the ladder”.
8. **The Law of Duality** – “In the long run, every market becomes a two-horse race”.
9. **The Law of the Opposite** – “If you’re shooting for 2nd place, your strategy is determined by the leader”.
10. **The Law of Division** – “Over time, a category will divide and become two or more categories”.
11. **The Law of Perspective** – “Marketing effects take place over an extended period of time”.
12. **The Law of Line Extension** – “There’s an irresistible pressure to extend the equity of the brand”.
13. **The Law of Sacrifice** – “You have to give up something in order to get something”.
14. **The Law of Attributes** – “For every attribute, there is an opposite, effective attribute”.
15. **The Law of Candor** – “When you admit a negative, the prospect will give you a positive”.
16. **The Law of Singularity** – “In each situation, only one move will produce substantial results”.
17. **The Law of Unpredictability** – “Unless you write your competitors’ plans, you can’t predict the future”.
18. **The Law of Success** – “Success often leads to arrogance, and arrogance to failure”.
19. **The Law of Failure** – “Failure is to be expected and accepted”.
20. **The Law of Hype** – “The situation is often the opposite of the way it appears in the press”.
21. **The Law of Acceleration** – “Successful programs are not built of fads, they’re built on trends”.
22. **The Law of Resources** – “Without adequate funding an idea won’t get off the ground”.

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