



**Al Ries**  
Principal Marketer



## CSA CELEBRITY SPEAKERS

Al Ries is a leading PR and marketing authority. Chairman of Ries & Ries, he counts numerous global organisations among his clients. A learned and current authority, he shares his vision through his impressive collection of authoritative publications.

### "Start narrow then expand" - Al Ries

#### In detail

Since co-authoring a notorious series of articles on positioning, with Jack Trout, he has published various industry classics. Following service in the US Army his marketing career began at General Electric. He progressed to Needham, Louis & Brorby and Martseller before starting his own advertising agency, Ries Cappiello Colwell. PR Week named him as one of the 100 most influential public relations people of the 20th Century.

#### What he offers you

In a brand conscious world, he is supremely placed to advise you on strategies that transform products and services to market leaders. Ripe for today's market he reveals why a narrow focus is essential to owning a category in the consumers' mind and the potential power of your Internet brand.

#### How he presents

Energy and dynamism combine effortlessly with his compelling messages. You will be both challenged and enthused.

#### Topics

Positioning  
Laws of Branding  
Product Launching  
Internet: The Third Retail Revolution  
The Fall of Advertising and the Rise of PR

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2005

The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands (with Laura Ries)

##### 2004

Plugged-In PR: Maximising Your Message in Today's Wired World

##### 2003

The 22 Immutable Laws of Branding

##### 2002

The Fall of Advertising

##### 2001

Positioning: The Battle for Your Mind