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“Positioning” is the first body of thought to come to grips with the problems of communicating in an overcommunicated society. . . 1

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Many people misunderstand the role of communication in business and politics today. In our overcommunicated society, very little communication actually takes place. Rather, a company must create a “position” in the prospect’s mind. A position that takes into consideration not only a company’s own strengths and weaknesses, but those of its competitors as well. . . . 5

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