



## Essential Reads Around Product Positioning

1. [\*Start Your Startup Right: Business Posts from a Journeyman Entrepreneur\*](#) by Gregory M. Coticchia.
2. “[Marketing Myopia](#)” by Theodore Levitt.
3. [\*Crossing the Chasm Marketing and Selling Disruptive Products to Mainstream Customers\*](#) by Geoffrey A. Moore.
4. [Milkshake Marketing](#) by Clay Christensen.
5. [\*Competitive Strategy: Techniques for Analyzing Industries and Competitors ; with a New Introduction\*](#) by Michael E. Porter.
6. Jack Trout’s and Al Ries’ 1972 *Advertising Age* articles on [Product Positioning](#).