







**Photo: B. Wallace**



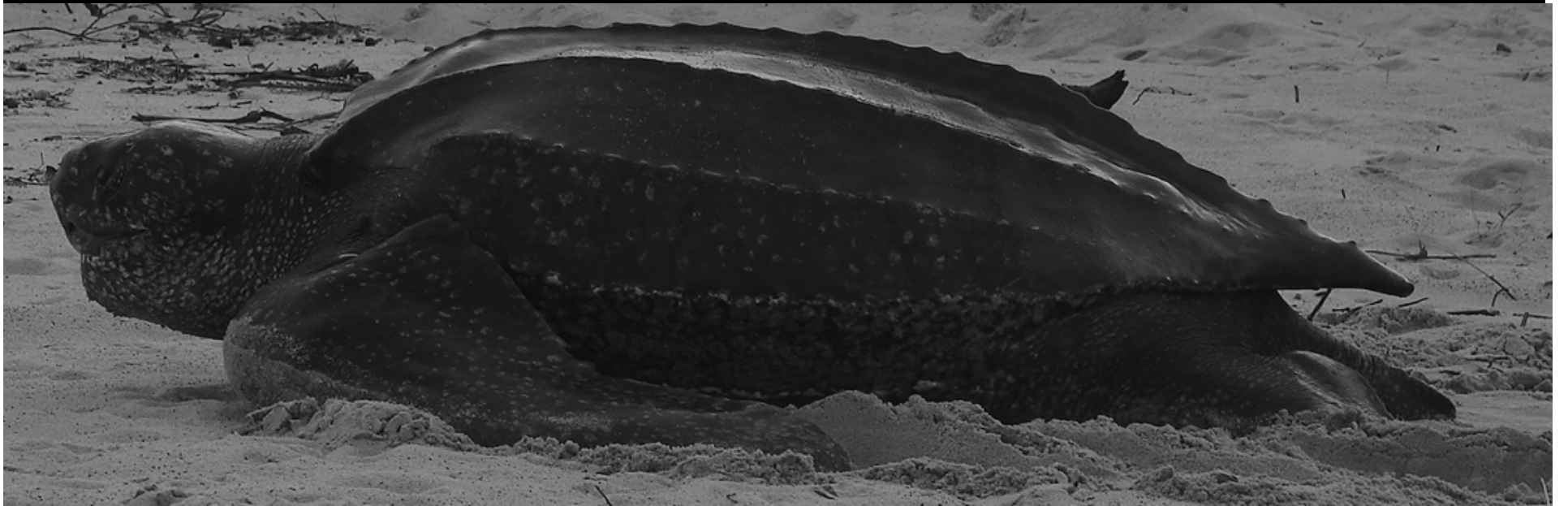


Photograph by Brian Skerry











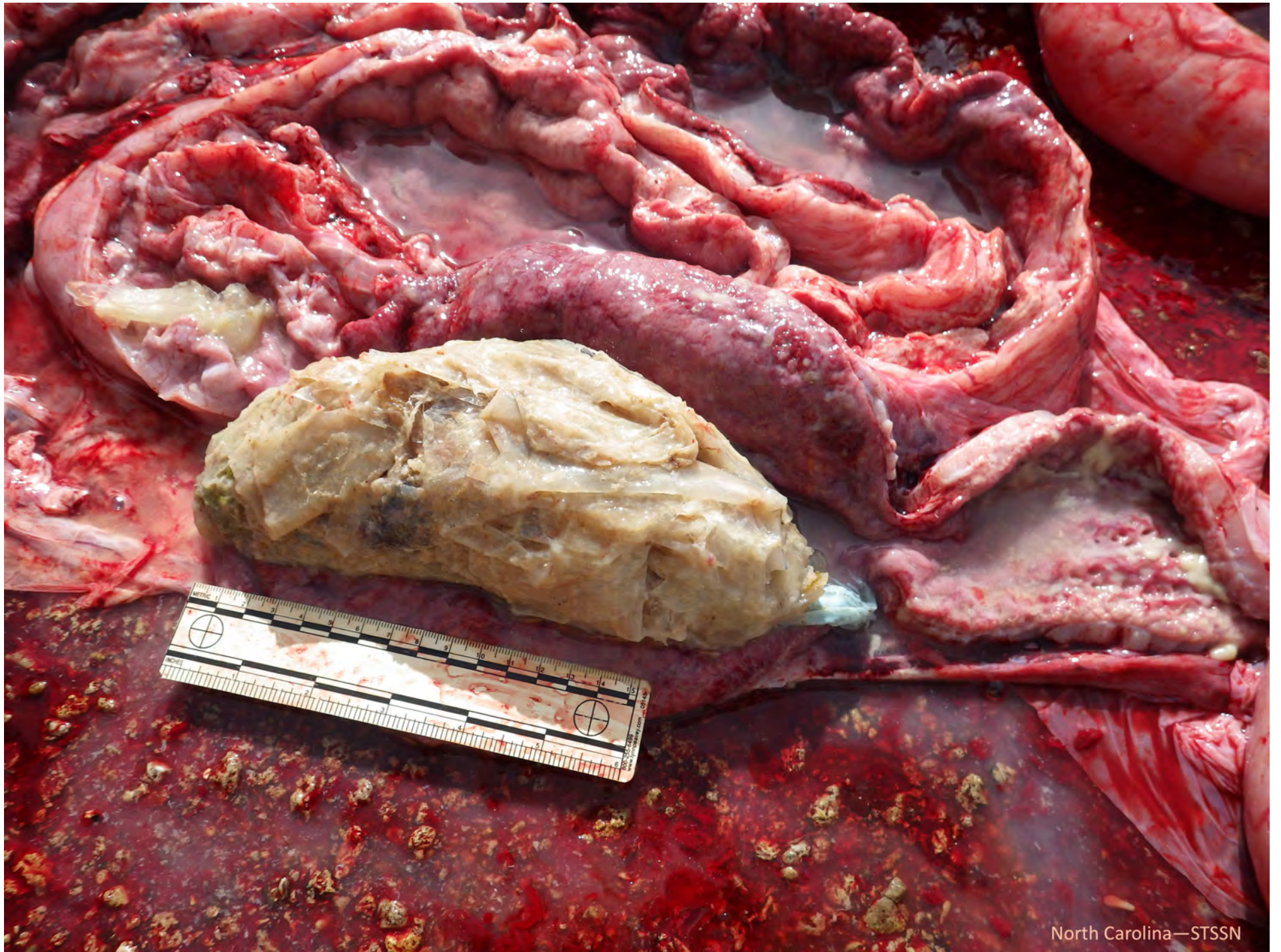
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The group says this was the garbage bag that killed the turtle. (Whale Release and Strandings)

"What is thought is that leatherbacks mistake plastic bags, because when they float in the water they actually balloon up a bit, [they] mistake them for jellyfish," he said. "They may just eat it anyway. They're in areas in the ocean [where] there's huge amounts of plastic and garbage floating around."



JXY 204013101

Leatherback

Pea Island, NC









Image: Claire Fackler/NOAA



Dalana Bezerra (<http://myd.as/p6551>)

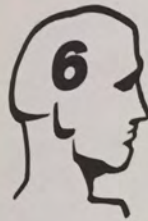
To Many It's the Bible on Strategy—the Most Influential Advertising Book Ever Written

# POSITIONING: The **Battle** for Your Mind

THE 20TH  
ANNIVERSARY EDITION  
WITH COMMENTS  
BY THE AUTHORS

AL RIES • JACK TROUT

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or cars



## 6 Positioning of a Leader

Companies like Avis and Seven-Up found viable alternative positions to marketing leaders.

But most companies don't want to be an also-ran, successful or not. They want to be a leader like Hertz or Coke.

So how do you get to be the leader? Actually it's quite simple. Remember Charles Lindbergh and Neil Armstrong?

You just get there firstest with the mostest.

### Establishing Leadership

History shows that the first brand into the brain, on the average, gets twice the long-term market share of the No. 2 brand and twice again as much as the No. 3 brand. And the relationships are not easily changed.

Look at the intensive marketing battle being fought between Pepsi-Cola and Coca-Cola. In spite of years of successful marketing moves by the Pepsi challenger, who leads the cola race? Why Coca-Cola, of

Campbell's  
Carnation  
Coca-Cola  
Colgate  
Crisco  
Del Monte  
Eveready  
Gillette  
Gold Medal  
Goodyear  
Hammermill  
Hershey's  
Ivory  
Kellogg's  
Kodak  
Life Savers  
Lipton  
Manhattan  
Nabisco  
Palmolive  
Price Albert  
Sherwin-Williams  
Singer  
Swift  
Wrigley's

These are the leading brands in 25 different categories in the year 1923. By the turn of the century, 77 years later, only three brands had lost their leadership. (Eveready, Manhattan, Palmolive.) This is the power of being a leader. Leadership alone is your most effective marketing strategy.



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OI Pejeta Conservancy

used to repopulate Africa. At the time, there were 8 Northern white rhinos alive, all in zoos. Today, we are witnessing the extinction of a species that had survived for millions of years but could not survive mankind. Follow @olpejeta and @amivitale to learn more what we can all do to #coexist.

@natgeo @natgeocreative @olpejeta @kenyawildlifeservice @thephotosociety #SudanForever#WorthMoreAlive #OIpejetaRhinos #NorthernWhiteRhinos #protectrhinos #DontLetThemDisappear #rhinos #saverhinos #stop



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1



Starboard, a female right whale, died off Canada's coast after dragging snow crab traps for days. NOAA/NEFSC /PETER DULEY

## The North Atlantic right whale faces extinction

By [Elizabeth Pennisi](#) | Nov. 7, 2017, 5:40 PM

**HALIFAX, CANADA**—In a sad reversal of fortune, the North Atlantic right whale is in deep trouble again after rebounding in recent decades from centuries of hunting. Recent population trends are so dire that experts predict the whale could vanish within 20 years, making it the first great whale to go extinct in modern times.

At a meeting of the Society for Marine Mammalogy here last month, whale experts reported that roughly 100 reproductively mature females remain, but they are not living long enough or reproducing quickly enough for the species to survive. Ship strikes have long been a threat, and



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**Presentation to the Environment and  
Sustainability Standing Committee of the  
Halifax Regional Municipality City Council on  
April 5, 2018, by Kathleen Martin, Executive  
Director, Canadian Sea Turtle Network.**