

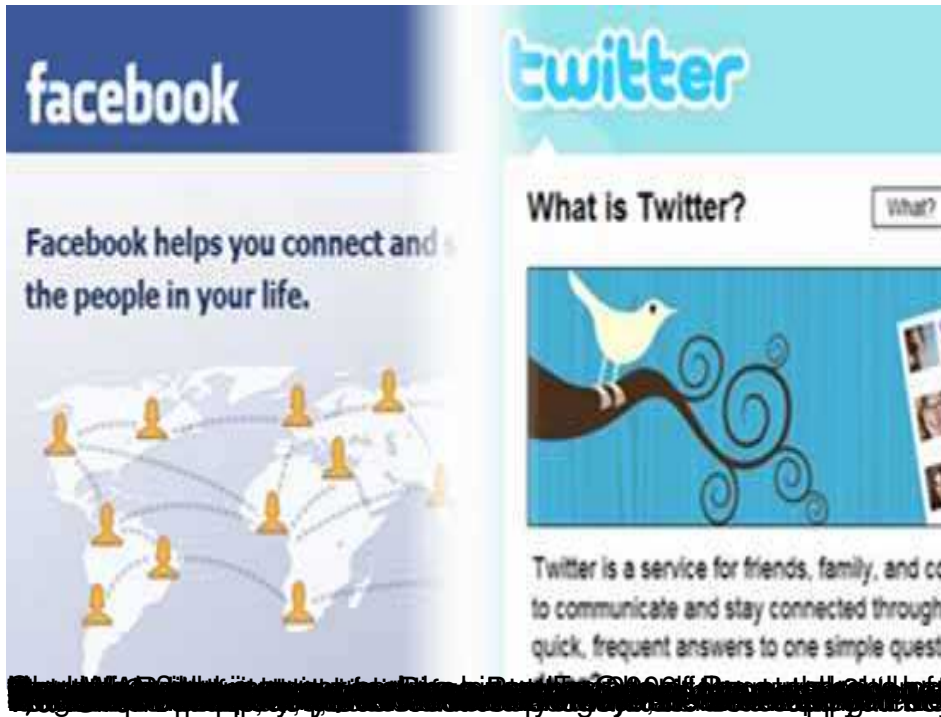
When Al Ries and Jack Trout wrote Marketing Warfare, the famous marketing book, little did they think about the level this war would reach? The new age marketing warfare is not just among different competitors fighting for the same [market&nbsp;segment](#) but is much more than that.

Let us take a simple scenario; Mohan went to Pizza People to have his lunch. He didn't like the Pizza and the restaurant didn't acknowledge the fact that Pizza was not good. He left Pizza People with a bad taste. As soon as Mohan came out, he took out his iPhone (read any phone with apps) and updated a status on the Facebook app that Pizza People sucks and don't go to xxxx area branch.

Unfortunately for Pizza People, Our Mr. Mohan is quite a popular guy and has 630 friends on Facebook. As soon as he puts this status update, atleast 200 people read it instantly and rest read it through the day. And to add to it 15 people commented similar experience on various branches of Pizza People!

What happens to the brand Pizza People? It drops instantly in the brand ladder of all the people who read that facebook update.

Is this a war situation for Pizza People? Not now it's just a small battle.



The image shows two side-by-side marketing messages. On the left is a Facebook-style message with a dark blue header containing the word "facebook" in white. Below the header, the text reads "Facebook helps you connect and stay connected with the people in your life." Underneath the text is a world map with several orange person icons connected by dashed lines, representing a global network. On the right is a Twitter-style message with a light blue header containing the word "twitter" in a stylized font. Below the header, the text reads "What is Twitter?" followed by a "What?" button. Underneath is an illustration of a yellow bird perched on a dark branch with swirling patterns. Below the illustration, the text reads "Twitter is a service for friends, family, and co-workers to communicate and stay connected through quick, frequent answers to one simple question: What?"