

The Collapse Of Distinction Stand Out And Move Up While Your Competition Fails

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DOWNLOAD THIS SUMMARY: The must-read summary of Scott McKain's book: "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails".This complete summary of the ideas from Scott McKain's book "Collapse of Distinction" shows that instead of standardised products, customers crave distinction. They want products that stand out for all the right reasons because they are delivered by companies which are fanatical. ...

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Collapse of Distinction contains many more examples and steps to take yourself to "Stand out from the crowd" - beginning with the three dangers every business faces when competing: 1. incremental differences, 2. new competiiton and 3. familiarity does not bread contempt it breads complacency

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According to McKain, the "collapse of distinction," copycat uniformity, or overwhelming sameness is a product of capitalism, affecting individuals and organizations to the extent that it results from incremental advancements, new competitors, and familiarity that breeds complacency and boredom in an individual's and/or organization's customers.

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Collapse of Distinction: Stand out and move up while your ...

In conclusion, Collapse of Distinction is a business marketing manual that should inspire contemplation, reflection and the desire to take immediate action. Except for a minor editorial error in the final Executive Summary on page 205, which I suggest is irrelevant, I assign McKain's work an overall rating of 7, on a scale 1-10.

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According to McKain, distinction in the marketplace has collapsed into beige uniformity, which results in the death of businesses. Businesses need to differentiate themselves to survive, and thrive. The Collapse of Distinction discusses the reasons for the collapse and provides action-steps for businesses to make themselves distinct.

Collapse of Distinction by Scott McKain

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Find helpful customer reviews and review ratings for Collapse of Distinction: Stand out and move up while your competition fails (NelsonFree) by Scott McKain (2009-04-05) at Amazon.com. Read honest and unbiased product reviews from our users.

It's not that we can't see the forest for the trees, it's just that these days, every tree looks exactly alike. From big box retail to fast food to insurance-no one stands out. Distinction has collapsed into beige uniformity. And in today's tough economic times, this copycat uniformity is resulting in the death of businesses in every industry, says author Scott McKain. If a business is going to thrive, it has to rise above the fray. In this book, the author will help you understand the reasons behind thecurrent quagmire of stifling sameness, and will give you the tools your company needs to step away from the competition.

The must-read summary of Scott McKain's book: "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails". This complete summary of the ideas from Scott McKain's book "Collapse of Distinction" shows that instead of standardised products, customers crave distinction. They want products that stand out for all the right reasons because they are delivered by companies which are fanatical about creating a great customer experience. And this is especially true when the economy is down. If you can create distinction, you lift yourself above your competition and create the conditions which will allow you to charge more for your products and services.This summary teaches how to differentiate from the competition, even in tough economic times. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "Collapse of Distinction" and discover how to differentiate from the competition.

Free your book! Buying a product tagged "NelsonFree" means you get more than just the hardback book. You also get a free ebook and a free audiobook. Three formats for the price of one! And the freedom to experience your book in more ways than ever before. Can your customers tell the difference between you and the competition? It's not that we can't see the forest for the trees, it's just that these days, every tree looks exactly alike. From big box retail to fast food to insurance-no one stands out. Distinction has collapsed into beige uniformity. And in today's tough economic times, this copycat uniformity is resulting in the death of businesses in every industry, says author Scott McKain. If a business is going to thrive, it has to rise above the fray. In The Collapse of Distinction, McKain will help you understand the reasons behind the current quagmire of stifling sameness, and will give you the tools your company needs to step away from the competition. Endorsements: "In challenging economic times, this is the one book every business owner MUST read. Collapse of Distinction is further evidence that Scott McKain is the premiere business communicator of our time. Not only has Scott produced extraordinary results in his own businesses by adhering to these principles, but he makes it simple for you to do so as well. By following the easily applied concepts from Collapse of Distinction, you will set the standard of excellence for your industry and make your competition irrelevant." -- Joseph Michelli, PhD, speaker, consultant, and author of The Starbucks Experience, The New Gold Standard, and When Fish Fly "Differentiation is not an option in business. In a world where the word 'commodity' has become the norm, Scott McKain clarifies the all-important (and all-profitable) strategy to become different, become distinct, and become dominant in your marketplace. Buy this book. Read it. And put it into practice." -- Jeffrey Gitomer, author of The Little Red Book of Selling "The primary need today is to constantly present ourselves as different from-and better than-those we compete with! Scott McKain's latest book, Collapse of Distinction, is a must-read for any professional or organization attempting to creatively differentiate from the competition. I predict this book will be a massive hit!" -- Don Hutson, co-author of the #1 New York Times bestseller The One Minute Entrepreneur, and CEO of U. S. Learning "In these uncertain economic times, we need new and refreshing ideas about how to move forward. Scott McKain's Collapse of Distinction may just save our sanity and common sense with his positive approach to business and life itself." -- Joe Bonsall, thirty-five year member of legendary music group, The Oak Ridge Boys, and author of the best-selling book G.I. Joe and Lillie "I could not stop reading...making notes...writing our staff and our suppliers...about the ideas I've learned! (And this was just by the end of Chapter One!) With superb style, storytelling, and rationale, Collapse of Distinction is a distinctive piece of business and personal literature." --Ty Boyd, Founder and Chairman, Executive Learning Systems "If I can't tell the difference between you and your competitor, why should I spend my money with you? The answer to that question is the key to your survival and success. Scott McKain's new book teaches how to answer that question-the right way!" --Larry Winget, television personality and New York Times best-selling author of People Are Idiots and I Can Prove It

In engaging, story-fille prose, McKain explains the four cornerstones of distinction, ending each chapter with a helpful executive summary.

Have you taken your business from good to great, only to find that "great" still isn't cutting it? Are you making all the right moves in your career and still not receiving the recognition you have earned? Why do companies like Apple get all the attention, when you have difficulty getting anyone to focus on your efforts? In our homogenized world, companies in every sector—from big-box retail to financial services; from fast food to entrepreneurs—appear more and more alike, as do the tweets and LinkedIn pages of professionals across the country. But if people see you or your company as nothing more than a carbon copy of the competition, how can you expect to attract attention? Scott McKain's original approach to this problem, first captured in his book Collapse of Distinction, was conceived and written in the direct aftermath of the 2008 financial meltdown. His forceful case for the importance of distinction—finding success by setting yourself apart from the crowd—resonated with thousands of readers. To reflect the changing reality since that book's publication—and to incorporate new research and up-to-date examples—McKain, an internationally recognized expert on business distinction, has retitled and revised it as Create Distinction. Within these updated pages (including one entirely new chapter) you'll find a potent cure for similarity and uniformity—the primary killers of businesses and careers. In engaging, story-filled prose, McKain lays out the cornerstones of distinction and equips you with the specific tools and knowledge you need to stand out. Whether you're in the “C-suite” of a multinational company or just vying for your next promotion, you'll learn how to rise above the fray and make your work unmistakable. With this practical advice, you'll feel confident stepping up from the competition—and toward success.

The definitive guide to architectural practice Business, legal, and technical trends in architecture areconstantly changing. The Architect's Handbook of ProfessionalPractice has offered firms the latest guidance on those trendsince 1920. The Fifteenth Edition of this indispensable guidefeatures nearly two-thirds new content and covers all aspects ofcontemporary practice, including updated material on: Small-firm practice, use of technologies such as BIM, andproject delivery methods, such as IPD and architect-leddesign-build Career development and licensure for emerging professionals andstate-mandated continuing education for established architects Business management topics, such as organizational development,marketing, finance, and human resources Research as an integrated aspect of architectural practice,featuring such topics as evidence-based design and research in asmall-firm context The Fifteenth Edition of The Architect's Handbook ofProfessional Practice includes access to a website thatcontains samples of all AIA Contract Documents (in PDF format forMac and PC computers). With comprehensive coverage of contemporarypractices in architecture, as well as the latest developments andtrends in the industry, The Architect's Handbook of ProfessionalPractice continues to be the essential reference for everyarchitect who must meet the challenges of today's marketplace withinsight and confidence.

Redefines competition with lessons on how to differentiate your business in the marketplace. Includes ideas on subjects such as business strategy, branding, customer service, sales and marketing, and motivation, from a number of guest contributors.

The USA Today bestseller by the star sales speaker and author of The Sales Blog that reveals how all salespeople can attain huge sales success through strategies backed by extensive research and experience. Anthony Iannarino never set out to become a salesman, let alone a sales manager, speaker, coach, or writer of the most prominent blog about the art and science of great selling. He fell into his profession by accident, as a day job while pursuing rock-and-roll stardom. Once he realized he'd never become the next Mick Jagger, Iannarino turned his focus to a question that's been debated for at least a century: Why are a small number of salespeople in any field hugely successful, while the rest get mediocre results at best? The answer is simple: it's not about the market, the product, or the competition—it's all about the seller. And consequently, any salesperson can sell more and better, all the time. Over twenty-five years, Iannarino has boiled down everything he's learned and tested into one convenient book that explains what all successful sellers, regardless of industry or organization, share: a mind-set of powerful beliefs and a skill-set of key actions, including... Self-discipline: How to keep your commitments to yourself and others. Accountability: How to own the outcomes you sell. Competitiveness: How to embrace competition rather than let it intimidate you. Resourcefulness: How to blend your imagination, experience, and knowledge into unique solutions. Storytelling: How to create deeper relationships by presenting a story in which the client is the hero and you're their guide. Diagnosing: How to look below the surface to figure out someone else's real challenges and needs. Once you learn Iannarino's core strategies, picking up the specific tactics for your product and customers will be that much easier. Whether you sell to big companies, small companies, or individual consumers, this is the book you'll turn to again and again for proven wisdom, strategies, and tips that really work.

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