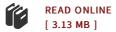


# Create Distinction: What to Do When Great Isnt Good Enough to Grow Your Business

### By Scott McKain

Greenleaf Book Group LLC. Hardcover. Book Condition: New. Hardcover. 264 pages. Dimensions: 9.1in. x 6.0in. x 1.1in.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 bigbox 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 McKains 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 books publication--and to incorporate new research and up-to-date examples--McKain, an internationally recognized...



#### Reviews

A brand new electronic book with a new standpoint. It is writter in basic phrases rather than confusing. Its been designed in an extremely basic way which is merely right after i finished reading through this publication where basically altered me, change the way i believe. -- Kitty Crooks

Undoubtedly, this is actually the greatest job by any author. This can be for those who statte there was not a worthy of studying. I am delighted to inform you that this is actually the greatest publication i actually have read within my very own daily life and could be he greatest book for ever. -- Perry Reinger

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Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...