



Create Distinction: What to Do When Great Isn't 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 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...



READ ONLINE
[3.13 MB]

Reviews

A brand new electronic book with a new standpoint. It is written in basic phrases rather than confusing. It's 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 state 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 the greatest book for ever.

-- **Perry Reinger**

Other Books



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Dog on It! - Everything You Need to Know about Life Is Right There at Your Feet

14 Hands Press, United States, 2013. Paperback. Book Condition: New. 198 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Have you ever told a little white lie? Or maybe a bigger one that wasn't even white?...



Read Write Inc. Phonics: Yellow Set 5 Storybook 9 Grow Your Own Radishes

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 175 x 148 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills

Scholastic Teaching Resources. Paperback / softback. Book Condition: new. BRAND NEW, 50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills, Bob Krech, Joan Novelli, These ""mad lib""-style worksheets are instant math...



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to sharpen their skills and don't mind...



Don't Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn DR 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...