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## Different (Paperback)

By Youngme Moon

Random House USA Inc, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book. Why trying to be the best . competing like crazy . makes you mediocre Every few years a book--through a combination of the author s unique voice, storytelling ability, wit, and insight--simply breaks the mold. Bill Bryson s A Walk in the Woods is one example. Richard Feynman s Surely You re Joking, Mr. Feynman! is another. Now comes Youngme Moon s Different, a book for people who don t read business books. Actually, it s more like a personal conversation with a friend who has thought deeply about how the world works . and who gets you to see that world in a completely new light. If there is one strain of conventional wisdom pervading every company in every industry, it s the absolute importance of competing like crazy. Youngme Moon s message is simply Get off this treadmill that s taking you nowhere. Going tit for tat and adding features, augmentations, and gimmicks to beat the competition has the perverse result of making you like everyone else. Different provides a highly original perspective on what it means to offer something that is...


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*Merely no phrases to describe. Better then never, though i am quite late in start reading this one. Its been written in an extremely easy way which is merely following i finished reading this publication through which in fact transformed me, change the way in my opinion.*

-- **Pedro Renner**

*Definitely one of the better book We have possibly read. We have read through and i also am certain that i am going to gonna study once again yet again in the foreseeable future. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Enrique Labadie**

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