



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
[5.11 MB]

Reviews

This book is definitely not easy to get going on reading through but extremely exciting to see. I am quite late in start reading this one, but better than never. I am pleased to explain how here is the finest book i actually have read inside my individual daily life and may be the best book for ever.

-- Mrs. Ellie Yost II

Good e-book and beneficial one. I was able to comprehend everything out of this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Mariana Schaden II

Other Books



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

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....



The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up

B&H Kids. Hardcover. Book Condition: New. Cory Jones (illustrator). Hardcover. 32 pages. Dimensions: 9.1in. x 7.2in. x 0.3in. Oh sure, we all heard the story of Jonah and the Whale a hundred times. But have we heard it from the perspective of the...



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



Shepherds Hey, Bfms 16: Study Score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



Magnificat in D Major, Bwv 243 Study Score Latin Edition

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 70 pages. Dimensions: 9.8in. x 7.2in. x 0.3in. Bach composed the first version of this piece in 1723 using the key of E-flat major for the Christmas Vespers in Leipzig which contained several Christmas texts....



Coronation Mass, K. 317 Vocal Score Latin Edition

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 9.6in. x 6.7in. x 0.1in. Otto Taubmann's classic vocal score of Mozart's Coronation Mass was first issued in the early 20th century and has become the standard edition in continuous use by...