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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...


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