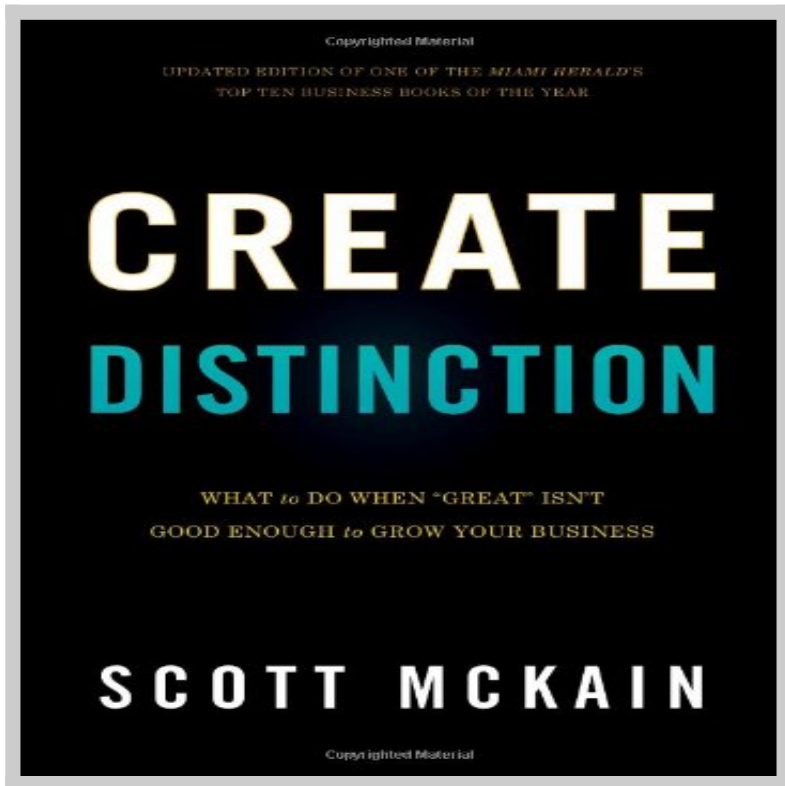


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## **Create Distinction Great Enough Business**

### **Book Preview**

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 expert on business distinction, has retitled and revised it as *Create Distinction*. Within these updated pages (including one entirely new chapter) you'll find a potent cure for similarity and uniformity--the primary killers of businesses and careers. *In engaging, story-filled prose, McKain lays out the cornerstones of distinction and equips you with the specific tools and knowledge you need to stand out. Whether you're in the "C-suite" of a multinational company or just vying for your next promotion, you'll learn how to rise above the fray and make your work unmistakable. With this practical advice, you'll feel confident stepping up from the competition--and toward success.*