



Collapse of Distinction: Stand out and move up while your competition fails (NelsonFree)

Scott McKain

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Can your customers tell the difference between you and the competition?

It's not that we can't see the forest for the trees, it's just that these days, every tree looks exactly alike. From big box retail to fast food to insurance-no one stands out. Distinction has collapsed into beige uniformity. And in today's tough economic times, this copycat uniformity is resulting in the death of businesses in every industry, says author Scott McKain.

If a business is going to thrive, it has to rise above the fray. In *The Collapse of Distinction*, McKain will help you understand the reasons behind the current quagmire of stifling sameness, and will give you the tools your company needs to step away from the competition.

Endorsements

"In challenging economic times, this is the one book every business owner MUST read. *Collapse of Distinction* is further evidence that Scott McKain is the premiere business communicator of our time. Not only has Scott produced extraordinary results in his own businesses by adhering to these principles, but he makes it simple for you to do so as well. By following the easily applied concepts from *Collapse of Distinction*, you will set the standard of excellence for your industry and make your competition irrelevant." -- Joseph Michelli, PhD, speaker, consultant, and author of *The Starbucks Experience*, *The New Gold Standard*, and *When Fish Fly*

"Differentiation is not an option in business. In a world where the word 'commodity' has become the norm, Scott McKain clarifies the all-important (and all-profitable) strategy to become different, become distinct, and become dominant in your marketplace. Buy this book. Read it. And put it into practice." -- Jeffrey Gitomer, author of *The Little Red Book of Selling*

"The primary need today is to constantly present ourselves as different from-and better than-those we compete with! Scott McKain's latest book, *Collapse of Distinction*, is a must-read for any professional or organization attempting to creatively differentiate from the competition. I predict this book will be a massive hit!" -- Don Hutson, co-author of the #1 *New York Times* bestseller *The One Minute Entrepreneur*, and CEO of U. S. Learning

"In these uncertain economic times, we need new and refreshing ideas about how to move forward. Scott McKain's *Collapse of Distinction* may just save our sanity and common sense with his positive approach to business and life itself." -- Joe Bonsall, thirty-five year member of legendary music group, The Oak Ridge Boys, and author of the best-selling book *G.I. Joe and Lillie*

"I could not stop reading...making notes...writing our staff and our suppliers...about the ideas I've learned! (And this was just by the end of Chapter One!) With superb style, storytelling, and rationale, *Collapse of Distinction is a distinctive piece of business and personal literature.*" --Ty Boyd, Founder and Chairman, Executive Learning Systems

"If I can't tell the difference between you and your competitor, why should I spend my money with you? The answer to that question is the key to your survival and success. Scott McKain's new book teaches how to answer that question—the right way!" --Larry Winget, television personality and New York Times best-selling author of *People Are Idiots and I Can Prove It*

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From reader reviews:

Shawn Croll:

Spent a free time for you to be fun activity to try and do! A lot of people spent their free time with their family, or all their friends. Usually they performing activity like watching television, likely to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your personal free time/ holiday? May be reading a book is usually option to fill your free time/ holiday. The first thing that you ask may be what kinds of publication that you should read. If you want to test look for book, may be the guide untitled Collapse of Distinction: Stand out and move up while your competition fails (NelsonFree) can be good book to read. May be it might be best activity to you.

Rosemarie Cleveland:

The actual book Collapse of Distinction: Stand out and move up while your competition fails (NelsonFree) has a lot of information on it. So when you read this book you can get a lot of advantage. The book was written by the very famous author. This articles author makes some research ahead of write this book. This specific book very easy to read you will get the point easily after looking over this book.

Camille Wolfe:

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Ronnie Johnson:

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