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Get this from a library! The collapse of distinction : stand out and move up while your competition fails. [Scott McKain] -- 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 ...

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Collapse of Distinction contains many more examples and steps to take yourself to "Stand out from the crowd" - beginning with the three dangers every business faces when competing: 1. incremental differences, 2. new competition and 3. familiarity does not breed contempt it breeds complacency

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According to McKain, the "collapse of distinction," copycat uniformity, or overwhelming sameness is a product of capitalism, affecting individuals and organizations to the extent that it results from incremental advancements, new competitors, and familiarity that breeds complacency and boredom in an individual's and/or organization's customers.

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In conclusion, Collapse of Distinction is a business marketing manual that should inspire contemplation, reflection and the desire to take immediate action. Except for a minor editorial error in the final Executive Summary on page 205, which I suggest is irrelevant, I assign McKain's work an overall rating

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of 7, on a scale 1-10.

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According to McKain, distinction in the marketplace has collapsed into beige uniformity, which results in the death of businesses. Businesses need to differentiate themselves to survive, and thrive. The Collapse of Distinction discusses the reasons for the collapse and provides action-steps for businesses to make themselves distinct.

Collapse of Distinction by Scott McKain

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