

1. Record Nr.	UNINA9911019757303321
Autore	Calloway Joe
Titolo	Becoming a category of one : how extraordinary companies transcend commodity and defy comparison // Joe Calloway
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2009
ISBN	9786612278952 0-470-52933-4 1-282-27895-9 1-118-25617-4
Edizione	[2nd ed., rev. and updated.]
Descrizione fisica	1 online resource (270 p.)
Disciplina	658.4/013
Soggetti	Benchmarking (Management) Corporate image Brand name products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Becoming a Category of One, 2nd Edition: How Extraordinary Companies Transcend Commodity and Defy Comparison; Contents; Preface; Chapter 1: We Just Decided to Go; Chapter 2: What's Your Story?; Chapter 3: Success Means You Know What Used to Work; Chapter 4: The Commodity Trap; Chapter 5: Your Brand Is Everything; Chapter 6: The Three Rules; Chapter 7: The New Customer Reality; Chapter 8: Tiebreakers; Chapter 9: Case Study: Tractor Supply Company; Chapter 10: The Future Category of One; Index; About the Author
Sommario/riassunto	A revised and updated edition of the bestselling ""no-nonsense guide to beating the competition.""-Publisher's Weekly Becoming a Category of One reveals how extraordinary companies do what they do so well and gives you the tools and ideas to help your business emulate their success. Packed with real case studies and personal reflections from successful business leaders, it helps you apply the best practices of the best companies to set yourself apart from your competitors and turn your business into a market leader. Whether you run a multinational corporation or a two-

