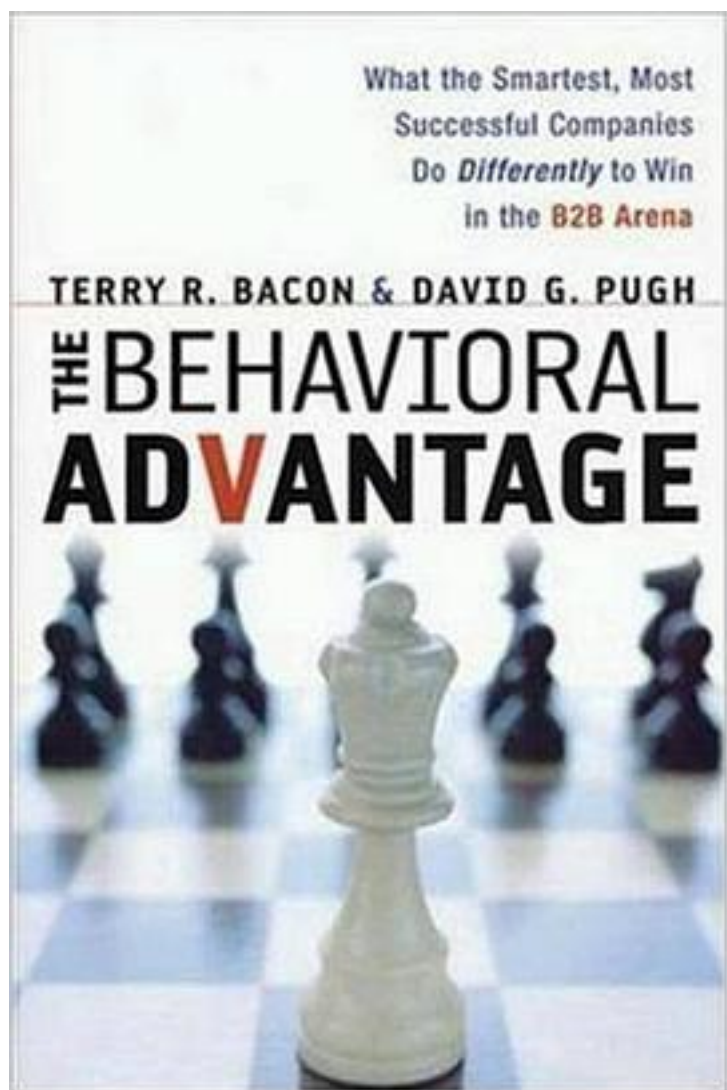


Behavioral Advantage, The



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The "Behavioral Advantage" reveals the secrets behind what is essentially a chess game with competitors. To win the game, companies must develop: a carefully plotted opening game, with all internal values, policies, practices and behaviors fully aligned to make the most of resources and capabilities; a smart and efficient middle game, in which the company builds and strengthens its position with the customer, thereby outflanking competitors; and a confident and smooth endgame that assures a successful relationship and lays the groundwork for equally successful future games.

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