

Winning Behavior



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In an age where even the best products are quickly imitated, businesses must constantly find new ways to outpace competitors. Successful companies differentiate themselves not just with superior products, but also by how they behave toward their customers at every touchpoint: service, product development, marketing, branding, bids and proposals, presentations, negotiations, and more. Behavioral Differentiation is emerging as the "final frontier" in competitive strategy, and "Winning Behavior" shows how leading companies use it to exceed expectations and outperform competitors. This eye-opening book offers case histories and examples from companies like GE, Volvo, EMC, Ritz-Carlton, Wal-Mart, and Harley-Davidson, plus interviews with executives like George Zimmer (Men's Wearhouse), Colleen Barrett (Southwest Airlines), and Gerry Roche (Heidrick and Struggles). In today's ultracompetitive business landscape, product quality and competitive pricing are prerequisites for staying afloat. Winning Behavior reveals the secrets the best companies use -- and any business can use -- to stay at the pinnacle of success in their industry.

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