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Different: Escaping the competitive world by Youngme Moon is a book about the outliers, the anomalies, the iconoclasts, the players who have rejected well-rehearsed routines in favor of more adventurous approach.

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Every few years a book-through a combination of the author's unique voice, storytelling ability, spirit, and insight-simply breaks the mold. Youngme Moon's DIFFERENT is that kind of book, a book for "people who don't read business books...", a book that feels like an intimate conversation with a friend who has thought deeply about how the world works, and who inspires you to look at that world ...

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Youngmee Moon's "Different" was an easy and educational read. PROS: Not too robotic (flows as in conversation) yet structured

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enough, a lot of examples to bring her points to life CONS: In all honesty, there isn't that much content in the book other than what the cover says - "Escaping the competitive herd".

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Different (□□) - Douban

Different: Escaping the Competitive Herd (Unabridged) ... Now comes Youngme Moon's Different, a book for "people who don't read business books." Actually, it's more like a personal conversation with a friend who has thought deeply about how the world works ... and who gets you to see that world in a completely new light. ...

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Different: Escaping the Competitive Herd by Youngme Moon ...

"Another way to say this is to say that a competitive metric, any competitive metric, tends to bring out the herd in us. The dynamic can be likened to the observer effect in physics, only applied with too little foresight: The act of measurement changes the behavior of the thing being measured."

Different by Youngme Moon: Summary, Notes and Lessons ...

About Different. What if working like crazy

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to beat the competition did exactly the opposite, making you mediocre and more like the competition? In today's world of overabundant consumer choices and superfluous apps, upgrades, add-ons, and features, brands have become nearly identical, as their efforts to outdo one another have pushed them into a dizzying herd of indistinct options.

Different by Youngme Moon: 9780307460868 ...
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Different Escaping The Competitive Herd
"A funny thing happens when you begin to capture competitive differences on paper", says Harvard Professor Youngme Moon in her book *Different: Escaping the Competitive*

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Herd, “there is a natural inclination for folks in the competitive set to focus on eliminating differences rather than accentuating them.” Eliminating Differences

Youngme Moon: On Business Competition and Escaping the ...

Youngme Moon is a Professor at Harvard Business School but in *Different – Escaping The Competitive Herd* she writes more like an accomplished storyteller than a jargon touting business academic. The essential premise of the book is that being different is what will set you apart from the competition but that the way to achieve that genuine differentiation is far more counter-intuitive than you would ever expect.

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