



Different: Escaping the Competitive Herd

Youngme Moon

[Download now](#)

[Read Online ➔](#)

[Click here](#) if your download doesn't start automatically

Different: Escaping the Competitive Herd

Youngme Moon

Different: Escaping the Competitive Herd Youngme Moon

Why trying to be the best ... competing like crazy ... makes you mediocre

Every few years a book—through a combination of the author’s unique voice, storytelling ability, wit, and insight—simply breaks the mold. Bill Bryson’s *A Walk in the Woods* is one example. Richard Feynman’s “*Surely You’re Joking, Mr. Feynman!*” is another.

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.

If there is one strain of conventional wisdom pervading every company in every industry, it’s the absolute importance of “competing like crazy.” Youngme Moon’s message is simply “Get off this treadmill that’s taking you nowhere. Going tit for tat and adding features, augmentations, and gimmicks to beat the competition has the perverse result of making you like everyone else.” *Different* provides a highly original perspective on what it means to offer something that is *meaningfully* different—different in a manner that is both fundamental and comprehensive.

Youngme Moon identifies the outliers, the mavericks, the iconoclasts—the players who have thoughtfully rejected orthodoxy in favor of an approach that is more adventurous. Some are even “hostile,” almost daring you to buy what they are selling. The MINI Cooper was launched with fearless abandon: “Worried that this car is too small? Look here. It’s even smaller than you think.”

These are players that strike a genuine chord with even the most jaded consumers. In fact, almost every success story of the past two decades has been an exception to the rule. Simply go to your computer and compare AOL and Yahoo! with Google. The former pile on feature upon feature to their home pages, while Google is like an austere boutique, dominating a category filled with “extras.”

Different shows how to succeed in a world where conformity reigns...but exceptions rule.

From the Hardcover edition.

 [Download Different: Escaping the Competitive Herd ...pdf](#)

 [Read Online Different: Escaping the Competitive Herd ...pdf](#)

Download and Read Free Online Different: Escaping the Competitive Herd Youngme Moon

Download and Read Free Online Different: Escaping the Competitive Herd Youngme Moon

From reader reviews:

Robert Mundo:

What do you concentrate on book? It is just for students as they are still students or this for all people in the world, the particular best subject for that? Just you can be answered for that concern above. Every person has several personality and hobby for every other. Don't to be compelled someone or something that they don't need do that. You must know how great as well as important the book Different: Escaping the Competitive Herd. All type of book are you able to see on many methods. You can look for the internet resources or other social media.

Alberto Meyer:

This book untitled Different: Escaping the Competitive Herd to be one of several books this best seller in this year, that is because when you read this publication you can get a lot of benefit upon it. You will easily to buy that book in the book store or you can order it by using online. The publisher of this book sells the e-book too. It makes you quicker to read this book, since you can read this book in your Smart phone. So there is no reason to your account to past this e-book from your list.

Gregorio Leslie:

The book untitled Different: Escaping the Competitive Herd contain a lot of information on this. The writer explains her idea with easy means. The language is very straightforward all the people, so do definitely not worry, you can easy to read that. The book was written by famous author. The author will take you in the new period of literary works. It is easy to read this book because you can continue reading your smart phone, or program, so you can read the book inside anywhere and anytime. If you want to buy the e-book, you can available their official web-site and order it. Have a nice learn.

Denise Wallis:

With this era which is the greater individual or who has ability to do something more are more treasured than other. Do you want to become among it? It is just simple approach to have that. What you must do is just spending your time almost no but quite enough to have a look at some books. One of several books in the top checklist in your reading list is definitely Different: Escaping the Competitive Herd. This book which can be qualified as The Hungry Slopes can get you closer in getting precious person. By looking right up and review this book you can get many advantages.

Download and Read Online Different: Escaping the Competitive

Herd Youngme Moon #LJPT0O8KF4N

Read Different: Escaping the Competitive Herd by Youngme Moon for online ebook

Different: Escaping the Competitive Herd by Youngme Moon Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Different: Escaping the Competitive Herd by Youngme Moon books to read online.

Online Different: Escaping the Competitive Herd by Youngme Moon ebook PDF download

Different: Escaping the Competitive Herd by Youngme Moon Doc

Different: Escaping the Competitive Herd by Youngme Moon Mobipocket

Different: Escaping the Competitive Herd by Youngme Moon EPub

Different: Escaping the Competitive Herd by Youngme Moon Ebook online

Different: Escaping the Competitive Herd by Youngme Moon Ebook PDF