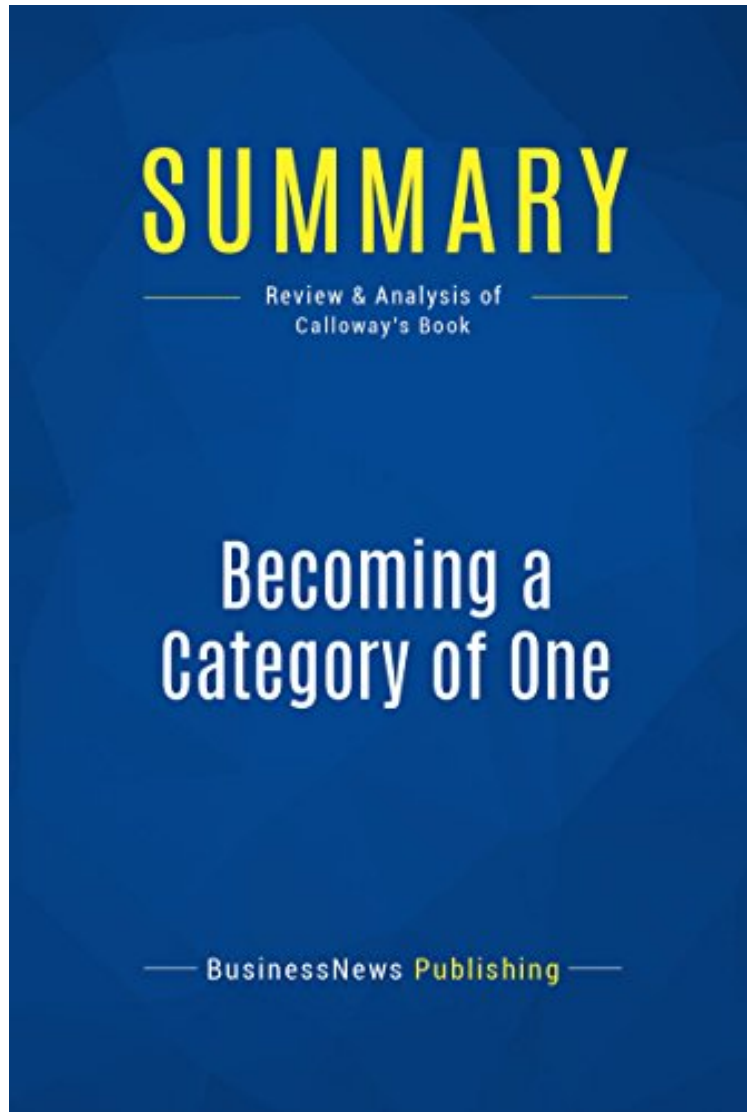


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## Summary: Becoming a Category of One: Review and Analysis of Calloway's Book

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The must-read summary of Joe Calloway's book: "Becoming a Category of One: How Extraordinary Companies

Transcend Commodity and Defy Comparison". This complete summary of the ideas from Joe Calloway's book "Becoming a Category of One" shows that instead of aspiring to lead your product category, you should create a new category and be the only one in it. That's the goal of true business differentiation. The very best way to win and keep customers today is to create compelling customer experiences. If you can do that, you place your company beyond the reach of price wars and into the realm of genuine competitive advantage. The goal, therefore, is to become extraordinary — to become a Category-of-One company by doing what no one else does. This is the only rational way you can lift your company out of the commodity trap and into the ranks of the high achievers. Don't just try and compete in your industry — create and dominate your own unique business category.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Becoming a Category of One" and excel in business differentiation.