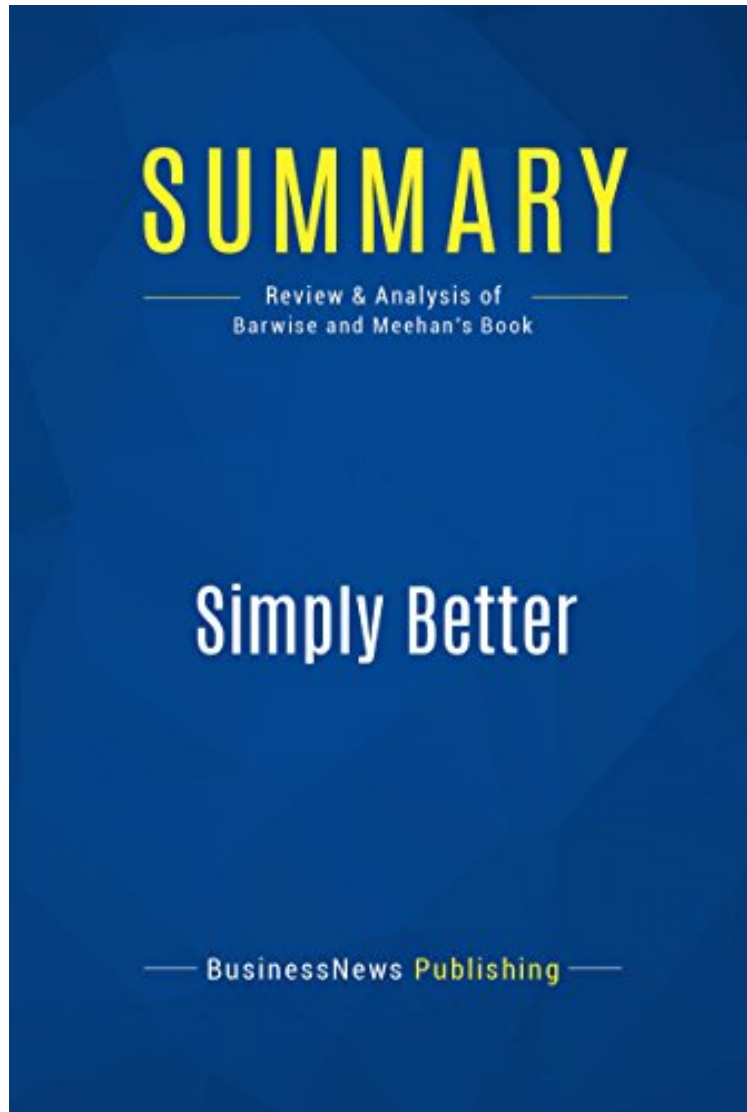


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Customers by Delivering What Matters Most". This complete summary of the ideas from Patrick Barwise and Sean Meehan's book "Simply Better" highlights how the benefits of differentiation have been overstated. Instead of wanting something unique or even a cutting edge product, most customers simply want a quality product at a fair price which does what it promises consistently well. In their book, the authors encourage you not to obsess over trivial points of difference, gimmicks, branding or outside-the-box thinking and instead do the basics well. This summary offers six rules that you can follow to ensure that you perfect the basics and exceed your customers' expectations to deliver long-term success. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "Simply Better" and discover the key to delivering excellence by perfecting the basics.