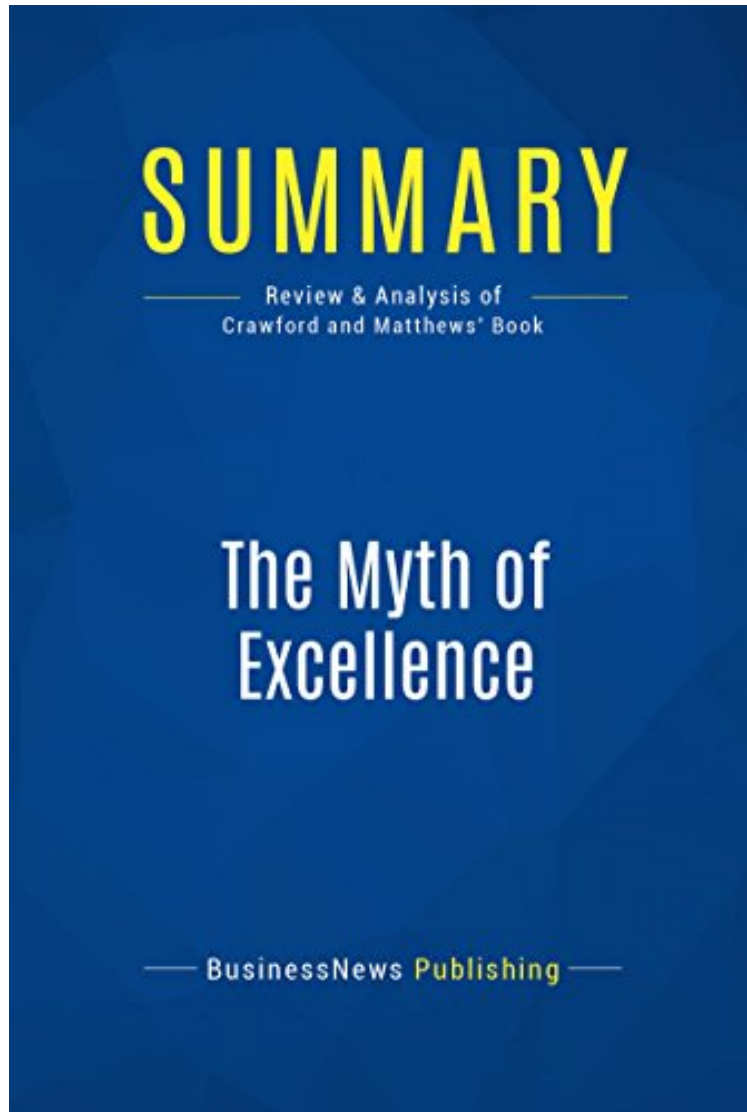


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Ryan Matthews' book "The Myth of Excellence" shows that many businesses fall into the trap of trying to be all things to all people and instead end up becoming just the same as everyone else. In their book, the authors explain that this happens whenever a company attempts to excel in all of the five key attributes of commercial transactions: price, product, access, experience and service. This summary will teach you that great companies do something entirely different - they listen to their customers and then decide on one attribute where they will dominate and one attribute where they will differentiate. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

 To learn more, read "The Myth of Excellence" and discover the key to standing out from the crowd and succeeding.