

MEDIA RELEASE — Lore International Institute

February 12, 2004

**Advance Book Review Release
(For Immediate Release)**

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***Authors of Top 25 Best Career Book of 2003
Publish New Work, The Behavioral Advantage***

DURANGO—February 12, 2004—The authors of *Winning Behavior*—one of the top 25 best career books of 2003—will publish a new book, *The Behavioral Advantage*, in April, 2004. Review copies of *The Behavioral Advantage* are available now from the sources provided in this release.

The Behavioral Advantage represents an elaboration on the themes first explored by authors Terry Bacon and David Pugh in *Winning Behavior*. That first book, according to Joyce Lain Kennedy, nationally syndicated columnist for Tribune Media Services, stood as one of the top 25 best career books of 2003. In identifying *Winning Behavior*, Kennedy noted, “This business book for companies has strong crossover impact on individual behavior, identifying behaviors that help the reader stand out from the crowd.” *The Behavioral Advantage* extends the concept of behavioral differentiation into the business-to-business arena. Given the hundreds of business books published each year, only a few provide any real benefit to business leaders. These works by coauthors Bacon and Pugh constitute the only book-length business studies that focus on creating competitive advantage through behavioral differentiation.

Much more than a mere call to ‘good customer service,’ behavioral differentiation means performing with excellence at every customer touch point. Both *The Behavioral Advantage* and *Winning Behavior* identify four key behaviors that lead to customers choosing any business over its rivals. Those behaviors include: Operational; Interpersonal; Exceptional; and Symbolic.

Throughout these books, the authors demonstrate that behavioral differentiation is the hallmark of those companies that everyone holds in high regard—and not just because of their financial successes. Behavioral differentiation, say these authors, does more than impact a company’s bottom-line; it serves to make the business a leader and a model, and to provide any enterprise with a competitive edge that its competitors will not be able to copy. *The Behavioral Advantage* and *Winning Behavior* show how any business can use these principles to rise to the top in their marketplace.

The research for both works draws power from looking at real-world business experience. Using case histories and examples from many of the world’s most successful

companies such as GE, Volvo, Ritz-Carlton, Southwest Airlines, Men's Wearhouse, and Harley-Davidson, *Winning Behavior* explored the reasons that highly successful companies engaged in business-to-customer enterprises distinguish themselves and gain dominance in their markets.

The Behavioral Advantage explains how business-to-business enterprises use behavioral differentiation to establish themselves as market leaders and increase their competitive edge.

For reviewers, galley copies of *The Behavioral Advantage* can be obtained by contacting AMACOM books 212-903-8315 / 212-903-8033 (fax); www.amanet.org; or Lore International Institute—800-866-5548 / 970-259-7194 (fax); www.lorenet.com. Copies of *Winning Behavior* are also available from these same sources and contacts.