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Winning Behavior: What the Smartest, Most Successful Companies Do Differently

Named One of Top 25 Best Career Books of 2003!

Durango, CO—In a marketplace filled with hundreds of new business books, only those that are the most beneficial to business leaders rise to the top. ***Winning Behavior: What the Smartest, Most Successful companies Do Differently*** by Terry R. Bacon and David G. Pugh has done that. Recently named by Joyce Lain Kennedy, nationally syndicated columnist for Tribune Media Services, as one of the top 25 best career books of 2003, ***Winning Behavior*** focuses the executive's attention on creating a competitive advantage through behavioral differentiation.

The most successful companies distinguish themselves not just with superior products, but also by how they behave toward their customers at every touchpoint: service, marketing, branding, proposals, presentations, and more. ***Winning Behavior*** provides case histories and examples from successful companies such as GE, Volvo, Ritz-Carlton, Southwest Airlines, Men's Wearhouse, and Harley-Davidson.

As the basis of competitive difference narrows, smart companies understand that their behavior toward clients and customers is the ultimate source of competitive advantage. ***Winning Behavior*** explores the four key types of behavioral differentiation that lead to customers choosing any business over its rivals.

Kennedy states, "This business book for companies has strong crossover impact on individual behavior, identifying behaviors that help the reader stand out from the crowd." Bacon and Pugh clearly have developed a concept in behavioral differentiation that, in addition to their business success, is the hallmark of those companies we all hold in high

regard, in addition to their business success. **Winning Behavior** shows how any business can use these principles to rise to the top in their marketplace.

Title: Winning Behavior: What the Smartest, Most Successful Companies Do Differently
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