



# Outsmart the MBA Clones: The Alternative Guide to Competitive Strategy, Marketing and Branding

*Dan Herman*

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## **Outsmart the MBA Clones: The Alternative Guide to Competitive Strategy, Marketing and Branding** Dan Herman

How can you be immensely successful for many years, and yet **not be imitated by competitors**? Impossible, you say. Not so. Virgin Atlantic, the Body Shop, Apple Computers, and Birkenstock they all achieved this status, and there are ample additional examples. They cracked the secret of successful differentiation that is not imitated and are adored by customers who think that they are incomparable. Dr. Dan Herman calls it an **Unfair Competitive Advantage**. It's not at all unethical. Everyone has a fair chance of attaining such an advantage including, every reader of this book.

There is a secret to successful differentiation that is not imitated. It is a psychological secret that has to do with the way your competitors think. Most marketers today are MBA graduates who tend to think and operate in typical and predictable ways - you might call them **MBA Clones**. You can take advantage of their biases and outsmart them. In this groundbreaking book, Dr. Dan Herman not only reveals the secret of successful differentiation that is not imitated but also supplies you with a comprehensive set of practical rules and tools that will enable you to make an unfair advantage your reality.

Dr. Herman, a competitive strategy consultant with vast global experience, a seasoned CMO in a large corporation, a branding professional and a businessman, does not tell you to 'think out of the box' as so many do he provides you with a new and comprehensive toolbox for success.

You'll learn:

- The secret of successful differentiation that is not imitated
- How to scan methodically for both strategic and tactical opportunities for success
- How to integrate a business model, a competitive strategy and a brand concept to create a unitary 'unique success formula' for your company
- How to create marketing hits short meteoric successes
- How to use electrifying marketing, just-on-desire branding and the brand drama approach to build emotionally powerful brands, and many other useful additions to your profit-generating arsenal of concepts and methods.

Using a plethora of examples from top businesses around the world, Dr. Herman offers a business oriented-point of view that is fresh and different, and even humorous at times. Even though this book will turn your thinking inside out, everything in it is practical and easily applicable in any kind of business.

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