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# Beyond Price

FOREWORD BY JOE GALLOWAY

bestselling author of *Becoming a Category of One*

"Beyond Price gives readers an unusually pragmatic and thorough approach for circumventing competition and delighting customers."

# Beyond PRICE

Differentiate Your Company  
in Ways that Really Matter

MARY KAY PLANTES  
ROBERT D. FINFROCK



## Synopsis

Commoditization is the gravitational force pulling competing products and services down to the same level, until price determines which company wins and loses customers. Beyond Price will teach readers how to innovate their business models to escape the gravity of commoditization and price-driven competition. Business leaders will find immediate value in this systematic guide to transforming a company from one-of-many to one-of-a-kind, a company whose offerings competitors will find hard to copy and customers will feel excited to discover. A strategically differentiated business model, executed effectively, will create:

- Customers willing to pay a premium for a product
- Long-term relationships with customers and suppliers
- A collaborative environment focused on shared goals of where and how to win business
- Faster decisions about how and when to pursue opportunities
- Better resource leveraging through clear direction and focus

A well-defined roadmap to building a thriving business, Beyond Price identifies and integrates all the areas of change, beyond strategy, leaders must address to break out of and stay out of commodity competition.

## Book Information

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## Customer Reviews

I didn't like this book at all. It apparently aims to be a fully-inclusive treatise on business model generation and strategy implementation but precisely because of this objective, it fails to be good in any one specific subject. It is not good on business model formulation. Since it is not good and shallow on that issue, the implementation part becomes irrelevant because the book title focuses it on differentiation rather than strategy implementation. Theory wise the book has nothing new to say. It is a patchwork of ideas from Prahalad&Hamel, Zook, Porter etc. and has no sound theoretical infrastructure. There are much better books on business model generation like Seizing the White Space, Business Model Generation, Game Changing Strategies. This one cannot compare to the quality of those other business model innovation books. The book lacks enlightening examples. The only detailed examples it has either belong to the architectural company of one of the authors' or some virtual examples like 'David's company' or 'John's Company'. There is no way to tell whether these are true stories or fictional creations. Whatever the truth is the examples are far from being illuminating and lack strategic detail. One wishes to see examples from known companies so that it becomes easy to relate to. The book is weak in depth. It is more like a cookbook where there are recipes for each one of the eight steps which the authors built their business model generation and implementation model on. In each step there are endless questions which they recommend the companies to study through. If a company takes their approach, they will end up having no time left for their current business as the number of questions that they have to answer is countless.

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