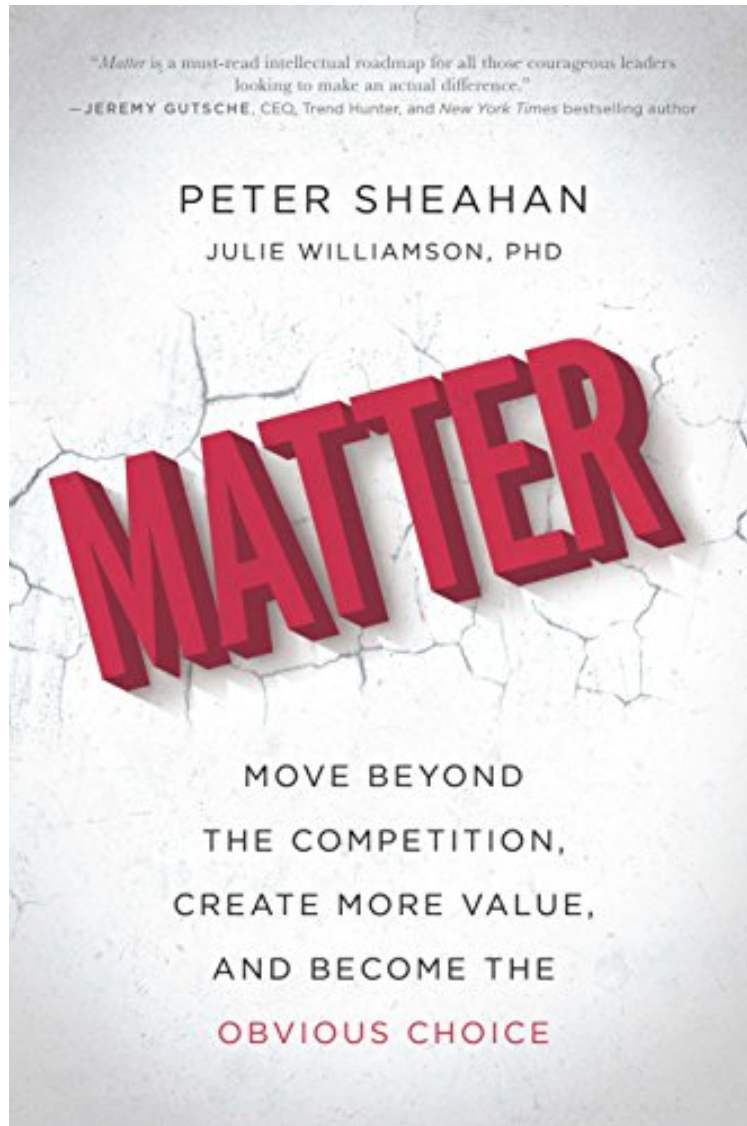


[Free read ebook] Matter: Move Beyond the Competition, Create More Value, and Become the Obvious Choice

## Matter: Move Beyond the Competition, Create More Value, and Become the Obvious Choice

*Peter Sheahan, Julie Williamson*

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**Peter Sheahan, Julie Williamson : Matter: Move Beyond the Competition, Create More Value, and Become the Obvious Choice** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Matter: Move Beyond the Competition, Create More Value, and Become the Obvious Choice:

1 of 1 people found the following review helpful. "Find your Edge of Disruption"By da burgThere is no question that a macro trend in today's business climate is that previously defensible markets and niches are becoming increasingly

disrupted and/or commoditized. What is particularly useful about this book is that it states, in plain English, what successful companies do to stand out in the minds of customers. In short, these companies step up to the plate and do the hard work of actually solving hard-to-solve problems that their customers face. They get outside of their echo chamber and look externally for information and inspiration. They don't avoid complexity, they treat it as an opportunity to combine old strengths with innovative thinking and action. *Matter* is a rallying cry of sorts for today's business leaders. There are no easy solutions in today's increasingly competitive environment, but solutions do exist and the book is filled with examples of companies that have successfully converted challenges into competitive advantages.

2 of 2 people found the following review helpful. Great read  
By hburke  
*Matter* hits on some very timely and relevant themes. I find the way Peter and Julie framed value creation and meaning very compelling. The inclusion of real stories brought home these concepts and how people have managed to create real change in other organizations, but not in an overly academic way. I believe that the concepts from this book could be lifted and used anywhere, by anyone.

1 of 1 people found the following review helpful. A must read  
By Customer  
One of the best business books to come out in a long time. If you liked *Good to Great*, you will love this book. The case studies bring the practical concepts to life. I'm already putting the learnings into action. A must read.

People want to buy from, work for, and partner with companies that matter. So how do you build a company that matters? Companies and people that matter have successfully become the obvious choice in the hearts and minds of their customers, their employees, and their communities. They elevate themselves by consistently finding ways to solve the most pressing needs their markets face. The result? They create more value year after year and build a sustainable, differentiated organization.

In *Matter*, Peter Sheahan and Julie Williamson show you how to identify the place where you can create the most value your edge of disruption at the intersection of old and new, where your existing profits, reach, and reputation enable you to create the markets of the future. This is the place where the most important problems are solved and where the fewest people can solve them. Your edge of disruption is where your opportunity to matter is found.

*Matter* uses extensive case studies of real companies that have successfully become the obvious choice in their markets from high-profile corporations like Adobe and Burberry to lesser-known brands like Littlefield and BlueShore Financial. Their stories define innovative and impactful approaches to business that you can use to influence and partner with the right customers and clients to win in our radically changing world. Through their journeys, you will find the inspiration and courage to lean in to complexity and solve the higher value problems that matter most.

Don't just read this book use it to identify and act on opportunities to create the most value and accelerate your own journey to becoming a person and a company that matters.

This book inspires us all to build companies that matter; where customers' best interests fuel innovation. . . . This book should be compulsory reading inside companies that want to lead.

Ken Fenoglio, President, ATT University  
A truly impactful book that challenges you to re-think the lens by which you view your business, your customers, competitors and how you thrive in this new economy full of disruptive opportunities.

Bruce Johnson, President and Chief Executive Officer, GHX  
*Matter* provides a roadmap for anyone seeking to become the obvious choice and win in a hyper-competitive world. . . . Ultimately, the power of this book is that it will inspire you to become a company that matters, and to do the work that really matters.

Dr. Peter Fuda, Principal, The Alignment Partnership  
"Matter is a must-read intellectual roadmap for all those relentless innovators looking make an actual difference. It's not just about making change happen, it's about making change that actually matters."

Jeremy Gutsche, CEO, Trend Hunter, and New York Times bestselling author  
In a hyper-competitive world, *Matter* will give you the roadmap to finding your edge of disruption and offer specific tactics for exploiting the opportunities you find there, and ensure you become the obvious choice in the process.

Josh Linkner, four-time tech entrepreneur and New York Times bestselling author  
Peter Sheahan Julie Williamson possess that rare and dazzling intellect required to define a new space, and bring true thought leadership to the changing world of business. . . . *Matter* shows us how to stand up, stand out, and make a world-changing difference to people that matter most our customers, our communities, and our employees.

Sally Hogshead, CEO Founder, Fascination Laboratory  
If you want to be a Leader that Matters this is the only book that matters. Surprising. Provocative. The obvious choice for leaders everywhere.

Mel Robbins, award-winning CNN commentator, TEDx Sensation, and bestselling author  
This book provides an invaluable road map to differentiating yourself from the competition and becoming the obvious choice. . . . Now more than ever, in our fast moving environment, its necessary to fight against commoditization and add value; this book provides not just case studies of how companies are achieving this but practical guidance on how to achieve the same in any business.

Charles Stanley, President, Forevermark