



Summary: Winning Behavior - Terry Bacon and David Pugh: What the Smartest, Most Successful Companies Do Differently

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Complete summary of Terry Bacon and David Pugh's book: "Winning Behavior: What the Smartest, Most Successful Companies Do Differently".

This summary of the ideas from Terry Bacon and David Pugh's book "Winning Behavior" shows that winning companies treat their customers better than anyone else. In this way, they earn what can be termed as "behavioral differentiation". In their book, the authors explain that behavioral differentiation has now become the foundation for a sustainable competitive advantage, with the new imperative in business being to organize your firm to consistently out-behave your rivals. This summary will teach you how to improve your leadership, culture, processes, reward systems and infrastructure in order to deliver exceptional behavior every time.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Winning Behavior" and discover the key to out-behaving your rivals.

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