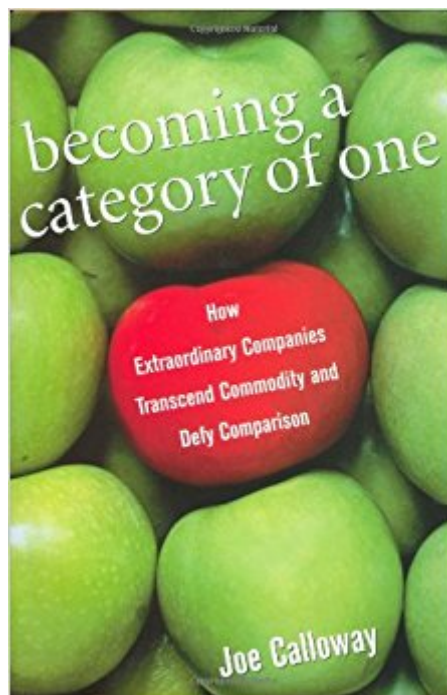




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# Becoming A Category Of One: How Extraordinary Companies Transcend Commodity And Defy Comparison



## Synopsis

Learn how extraordinary companies do what they do so well, and obtain the tools and ideas you need to emulate them. Full of case studies and personal reflections by leaders of exceptional companies, this book is designed to help anyone transform their run-of-the-mill business into an extraordinary company—whether you operate a multinational corporation or a mom-and-pop shop. Calloway doesn't offer any mumbo-jumbo or flavor-of-the-day buzzwords, just simple lessons that lead to real, proven results.

## Book Information

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## Customer Reviews

In this no-nonsense guide to beating the competition, Calloway, a branding and competitive positioning consultant with clients like BMW and IBM, offers hope to companies confronting a constantly changing and increasingly competitive marketplace. Success, he says, lies in distinguishing yourself from others and forging emotional connections with customers. Before you do anything else, Calloway says, you must answer the question, "Who are you?" unambiguously and with fervor. If your response is vague and uninspiring, Calloway predicts failure, since a lame answer signals lack of vision, focus and commitment, elements he considers essential just to be in the running. An advocate of corporate language that reinforces company identity and motivates employees, Calloway shuns empty slogans and fashionable buzzwords. He snappily makes his point by asking what would have happened if Martin Luther King Jr. had proclaimed, "I Have a Strategic Plan" instead of "I Have a Dream." In no uncertain terms, he asserts companies must pay

close attention to each customer and focus marketing on individuals, not abstract demographics. Anyone spacing out while Calloway exhorts innovation and hard work to connect with the customer base in ways that Starbucks, Southwest Airlines and others have will hop to when he has a hypothetical customer ask, "Why should I do business with you?" A company without a compelling answer, Calloway believes, will see the customer go elsewhere. But Calloway emphasizes triumph is possible with disciplined application and provides case studies, interviews and anecdotes illustrating successful approaches for earning customer loyalty and for setting businesses apart in their fields. Copyright 2003 Reed Business Information, Inc.

very strongly recommends this book to business leaders and students of management & --  
getAbstract.com, April 2004

very strongly recommends this book to business leaders and students of management (getAbstract.com, April 2004) Price, product, and even quality don't cut it anymore when it comes to raising above the competition. So says brand consultant Calloway, who offers an energetic piece on branding, company culture, and customers. He looks at the likes of Harley-Davidson, Starbucks, and lesser knowns such as the Nashville-based Tractor Supply Company to show how they have differentiated themselves by creating their own categories. Calloway advises companies to begin by figuring out who they are and what their corporate culture is like. He continues with a discussion of branding, explaining how customer perception of the company actually creates the brand. He then urges companies to break away from the pack by connecting with customers better than the competition does. Calloway includes ample real-world examples from his clients, and the customer-service experiences he cites from his personal and professional lives ring especially true. With companies scrambling to survive in this dicey economy, the book is apropos for all business collections.

Carol J. Elsen, Univ. of Wisconsin Lib., Whitewater (Library Journal, August 2003) In this no-nonsense guide to beating the competition, Calloway, a branding and competitive positioning consultant with clients like BMW and IBM, offers hope to companies confronting a constantly changing and increasingly competitive marketplace. Success, he says, lies in distinguishing yourself from others and forging emotional connections with customers. Before you do anything else, Calloway says, you must answer the question, "Who are You?" unambiguously and with fervor. If your response is vague and uninspiring, Calloway predicts failure, since a lame answer signals lack of vision, focus and commitment, elements he considers essential just to be in the running. An advocate of corporate language that reinforces company identity and motivates employees, Calloway shuns empty slogans and fashionable buzzwords. He snappily makes his point by asking what would have

happened if Martin Luther King Jr. had proclaimed, "I Have a Strategic Plan" instead of "I Have a Dream." In no uncertain terms, he asserts companies must pay close attention to each customer and focus marketing on individuals, not abstract demographics. Anyone spacing out while Calloway exhorts innovation and hard work to connect with the customer base in ways that Starbucks, Southwest Airlines and others have will hop to when he has a hypothetical customer ask, "Why should I do business with you?" A company without a compelling answer, Calloway believes, will see the customer go elsewhere. But Calloway emphasizes triumph is possible with disciplined application and provides case studies, interviews and anecdotes illustrating successful approaches for earning customer loyalty and for setting businesses apart in their fields. (Aug.) (Publishers Weekly, June 23, 2003)[this books is a] "no-nonsense guide to beating the competition." -- Publishers Weekly, June 23, 2003

This is an excellent book on how to make a company stand out in the marketplace in such a way that it appears to have no real competitors. The basic premise is that almost every product and service that is offered in the marketplace can be viewed by the company's customers as a commodity. Once viewed as a commodity, a company is forced to compete on price. However, if a company is able to distinguish itself in some way that the market values it becomes a category of one and is able to avoid competing on price. One of the book's strengths is the number of examples and explanations that it provides on each aspect of becoming a category of one. For those with less time and patience, you may want to skip ahead and read chapters 9 & 10. Chapter 9 is a case study that neatly ties all of the concepts up in one unique company. Chapter 10 is a glimpse of the possible future and what it may take to become and stay a category of one in the future as presented by several notable experts. If you'd like your business to become a category of one, and you are willing to invest the time and energy on the project, then I recommend that you take a look at this book. It will help to guide you on your quest. Karen L. Jett, CMAA Author, Grow Your People, Grow Your Business

One of my go-to books has and will continue to be Indispensable. That being said I decided to read Category of One. The book is stimulating and fun to read. It reinforces the notion that differentiation is the key to de-commoditization. Embracing change and having a culture of being the best are articulated in this book with helpful suggestions about how to do. In a world way my profession (dentistry) is rapidly becoming an industry with the inundation of corporate and franchises it reassures me that there is still a place for excellence and boutique practices like the ne

I have developed over the last 34 years.

This book gave me some really good things to think about that I have never read before in other books. I read a lot of business books so it is always good to get different perspectives on how to approach growing your business. I wish it had a little more detail on how to exactly go about implementing some of the things they talk about in the book but overall it was a good read that was well worth the purchase.

This book is not for every person in business, which is unfortunate because only those who "get" this book will have the years of fulfillment that come from really knowing why they are doing what they are doing and the immense satisfaction and success that comes with that kind of clarity and focus. This is a totally different "how to" business book that requires asking and answering the most fundamental questions about what you do and why you do it. These are most the difficult questions to answer in a meaningful way, but the rewards are equally great. I had the great good fortune to work in a company that could be another study case for this book, so understand from that perspective the power of what Calloway is talking about. The second half of the book is a little weak and somewhat repetitive, but the first half makes the book more than worth the cover price if you truly want your business to excel and provide a rewarding experience for you and your staff. It's sometimes difficult to admit that, as Calloway points out, we do get what we want most.

Great book that I continue to return to. The concept of an organization being in a category of one is fascinating and has me evaluating all of the organizations with which I'm involved.

This is required reading for all my sales people and customer service people. I have distributed almost 50 copies over the last few years.

Too much jargon - too many buzz words - too much same ol' same ol'. BUT, (and it's a big BUT) I like Joe's book. I like it for the very reasons that the few bad reviews didn't like it. I don't want a bunch of graphs and statistics or even too much analysis. I want a handful of good stories that exemplify the point. I want them to be engaging, real, and conversational. I want to know that ANYONE can do what the people in the stories have done and can then be more successful. This book does that. Yep, Joe is a buddy - a buddy who also wrote a review for my book. But that doesn't take away from the fact that this is a good book. One that every business owner AND every

employee can benefit from.

As a 20+ year marketing veteran, I believe 100% in the power of branding. This is the book I wish I had written. Calloway is a gifted story teller who helps the reader "get it" and understand how critical it is for them to brand their company. Every business owner/leader should be required to read this book. I believe that branding is the only significant way we can differentiate ourselves from everyone else out there who sells what we sell. Most businesses have no idea what their brand is or how to find it. This book creates a very compelling case for the power of branding. I recommend it to all of my clients.

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