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Start your review of Uncopyable: How to Create an Unfair Advantage Over Your Competition. Write a review. Jul 02, 2017 Judy Rohlfing rated it it was amazing. Since junior high, Steve Miller has been one of my favorite people to talk to. Reading this book was just like having a conversation with him - stimulating - witty - and full of original ...

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You must create an Uncopyable Attachment with your customers. They must see you as not only delivering a superior product but also as a high-value relationship they simply cannot get anywhere else.

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You must create an Uncopyable Attachment with your customers. They must see you as not only delivering a superior product but also as a high-value relationship they simply cannot get anywhere else. In Uncopyable , Steve Miller compellingly argues that new advantage isn't found by going "outside the box" - you must actually build your own box.

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Miller is a consultant, speaker, and author. His most recent book, *Uncopyable: How to Create an Unfair Advantage Over Your Competition*, is about how small business owners can create an uncopyable relationship with their clients to keep them coming back time and again, and it's what we discuss here on the podcast.

How to Edge Out Your Competition by Being Uncopyable

Download *Uncopyable: How to Create an Unfair Advantage over Your Competition* pdf books They must see you as not only delivering a superior product but also as a high-value relationship they simply cannot get anywhere else. In *Uncopyable*, Steve Miller compellingly argues that new advantage isn't found by going "outside the box"--you must build your own box.

What separates average businesses from extraordinary successful ones? Better product? Nope. Your competitor will rapidly reverse-engineer your "secret sauce" and get their "better-than-you" version on the market faster than you can say "Usain Bolt." Better customer service? Guess what? All of your competitors say they provide the best customer service. It's a wishy washy phrase ... a vague generality with no meaningful specific. Better pricing? You're kidding, right? The company that lives on price dies on price. More harsh reality: Almost all industries today struggle with the increasing commoditization of their products and services, putting considerable pressure on prices and margins, leading to fiercer competition. The Solution? You must create an Uncopyable Attachment with your customers. They must see you as not only delivering a superior product but also as high-value relationship they simply cannot get anywhere else. In *Uncopyable*, Steve Miller compellingly argues that new advantage isn't found by going "outside the box" - you must actually build your own box. *Uncopyable* will guide you to achieving an unfair and enduring competitive advantage.

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Going from the philosophy and concepts to the implementation and user study, this book presents an excellent overview of Japan's contemporary technical challenges in the field of human-computer interaction. The next information era will be one in which information is used to cultivate human and social potential. Driven by this vision, the outcomes provided in this work were accomplished as challenges to establish basic technologies for achieving harmony between human beings and the information environment by integrating element technologies including real-space communication, human interfaces, and media processing. Ranging from the neuro-cognitive level to the field trial, the research activities integrated novel perceptual technologies that even exceed human ability to sense, capture, and affect the real world. This book grew out of one of the CREST research areas funded by the Japan Science and Technology Agency. The theme of the project is "the creation of human-harmonized information technology for convivial society", where 17 research teams aimed at a common goal. The project promotes a trans-disciplinary approach featuring (1) recognition and comprehension of human behaviors and real-space contexts by utilizing sensor networks and ubiquitous computing, (2) technologies for facilitating man-machine communication by utilizing robots and ubiquitous networks, and (3) content technologies for analyzing, mining, integrating, and structuring multimedia data including those in text, voice, music, and images. This is the second of two volumes, which is contributed by eight team leaders. Besides describing the technical challenges, each contribution lays much weight on discussing the philosophy, concepts, and the implications underlying the project. This work will provide researchers and practitioners in the related areas with an excellent opportunity to find interesting new developments and to think about the relationship between human and information technology.

"A critical handbook for the beginning entrepreneur or financially frustrated business owner." —Kevin G. Armstrong, author of The Miracle Manager Many business owners just worry about profits and ignore business wealth building, but a business needs both. Without building wealth, the business can still go bankrupt. Unlike books which solely focus on building personal wealth, Profit or Wealth? gives business owners clear and simple rules to build business wealth . . . which can translate to personal wealth. Profit or Wealth? takes a unique perspective on what really matters in financial statements. Percentages don't matter. Dollars do. For example, business owners discover why looking at net profit percentages or gross margins can get them in trouble. By following the ten rules of profit and ten rules of wealth in this book, business owners can avoid the mistakes that trip up others, and build a solid, sustainable future.

The greatest joy and fulfillment are within your reach, but they require an enduring Promise to The One...someone you

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might not expect. It's not your boss, your spouse, your children, or others—no, the ultimate commitment is The Promise you make to yourself to discover your purpose and gifts and share them with the world. Everyone has been hurt or negatively impacted by broken promises. Promise-breaking and a lack of integrity are symptomatic of the most chronic illness faced by society today. Even though many leadership courses and ethics programs tout “integrity” as a buzzword, few of us are really assessing our own values unless someone calls us out on a discrepancy. But even when others don't catch on to the façade, when our values aren't in alignment with our actions and when our actions aren't consonant with our gifts and passions, we're left feeling isolated, drained, and depressed. No recognition or acceptance from others can fill the void in the same way as when you keep a Promise to yourself and actually follow through on it. The Promise is the highest level of engagement we commit to in any experience. The Promise is greater than a goal—it's a sacred commitment. It's complete dedication to identifying your Signature Moves—the unique talents you've been given that, when developed and used to better others' lives, make you a Legendary Leader. What choices do you make when no one is watching? How do you approach a decision that requires you to let either yourself or someone else down? How do you stay committed to your values, even when the less-rewarding path is more convenient? A renowned speaker and performer who has helped audiences worldwide appreciate what accountability really means, Jason Hewlett shares his program for self-discovery and taking ownership of your gifts in *The Promise to The One*. His unique three-step method—IDENTIFY • CLARIFY • MAGNIFY—will enable you to pinpoint your strengths, shape them into an identity to which you commit, and develop them so that they can improve others' lives as well as your own. Filled with Jason's signature wit and vulnerability as well as actionable exercises, this book will help you refine your character and reach your dreams through the power of kept Promises. Start your journey to living a life of Promise Making and Keeping...beginning with *The Promise to The One*.

TransForm is based on four years of advice from bestselling ghostwriter, leading Inc. Magazine columnist, and LinkedIn Influencer Jeff Haden. It provides concrete, practical, real-world ways anyone can increase personal productivity, improve professional relationships, achieve goals, become a better leader, develop both personally and professionally... and become remarkable. You'll notice I didn't solicit a bunch of testimonials. Or have friends and family write reviews. What other people—even notable people—think about a book is interesting but ultimately irrelevant. All that matters is what you think... and I think you'll find at least five things you can start doing differently in less than fifteen minutes. The book is broken down into 10 sections: 1. Happiness 2. Goals 3. Success 4. Personal Development 5. Personal Productivity 6. Professional Relationships 7. Leadership 8. Praise 9. Entrepreneurship 10. Remarkable Want to improve your life? Want to be more successful and happier? You can. Starting today.

Business is Personal shares the areas of business that are rarely discussed, but have been learned the hard way by Penny and others. The emotions we need to understand, the mind we can be in control of, and tools Penny learned, following years of hard work and many challenging moments.

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Every day, billions of photographs, news stories, songs, X-rays, TV shows, phone calls, and emails are being scattered around the world as sequences of zeroes and ones: bits. We can't escape this explosion of digital information and few of us want to—the benefits are too seductive. The technology has enabled unprecedented innovation, collaboration, entertainment, and democratic participation. But the same engineering marvels are shattering centuries-old assumptions about privacy, identity, free expression, and personal control as more and more details of our lives are captured as digital data. Can you control who sees all that personal information about you? Can email be truly confidential, when nothing seems to be private? Shouldn't the Internet be censored the way radio and TV are? Is it really a federal crime to download music? When you use Google or Yahoo! to search for something, how do they decide which sites to show you? Do you still have free speech in the digital world? Do you have a voice in shaping government or corporate policies about any of this? *Blown to Bits* offers provocative answers to these questions and tells intriguing real-life stories. This book is a wake-up call to the human consequences of the digital explosion.

“Anyone who comes to pitch on Shark Tank should read this book first!” —Barbara Corcoran, ABC's Shark Tank “I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” —Naval Ravikant, cofounder and CEO, AngelList “I raised twice the amount of money I set out to in a mere five weeks. I'm naming my firstborn child after the Evans.” —Slava Menn, cofounder and CEO, Fortified Bicycle

HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS? Get Backed isn't just about startup fundraising. It's a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised \$45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In *Get Backed*, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world's best storytellers, fundraisers, and startup accelerators. They'll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they'll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over \$150 million. What's in the book?

- The original pitch decks and fundraising strategies of 15 ventures that raised over \$150 million
- Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members
- Pitching exercises developed by startup talent beds like Stanford University's d.school and Techstars
- A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each
- An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are
- A crash-course in visual and presentation design that will make any deck beautiful
- Templates for 4 stories every entrepreneur should know how to tell
- The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel

Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

Ever wonder what makes household names like Oprah, Ellen, or Beyoncé so powerful? It's all about influencer branding, and

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Laura Bull will tell you everything you need to know. Bull spent ten years with Sony Music Entertainment, becoming one of the company's youngest executives and spearheading artist development and marketing for globally recognized brands. She is an expert who specializes in transforming entrepreneurs into viable brands and teaching what it takes to become a powerful "influencer." Whether you are an artist, blogger, performer, politician, author, or thought leader, this book will change the way you think about your "brand" and your future. Bull marries positive psychological principles with traditional branding strategies and reveals her revolutionary Brand Matrix that will have you soaring past personal branding into the very different world of influencer branding. This intelligent, breezy read provides additional tools, exercises, and resources that offer real-world support to tackle your own engaging, competitive, and authentic brand identity. Entertaining examples from pop culture and politics round out this book that can truly take you from individual to empire. A consultant and speaker, Bull has been an adjunct professor since 2013 teaching disciplines in marketing and music business at multiple colleges and universities, including SMU's Temerlin Advertising Institute.

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