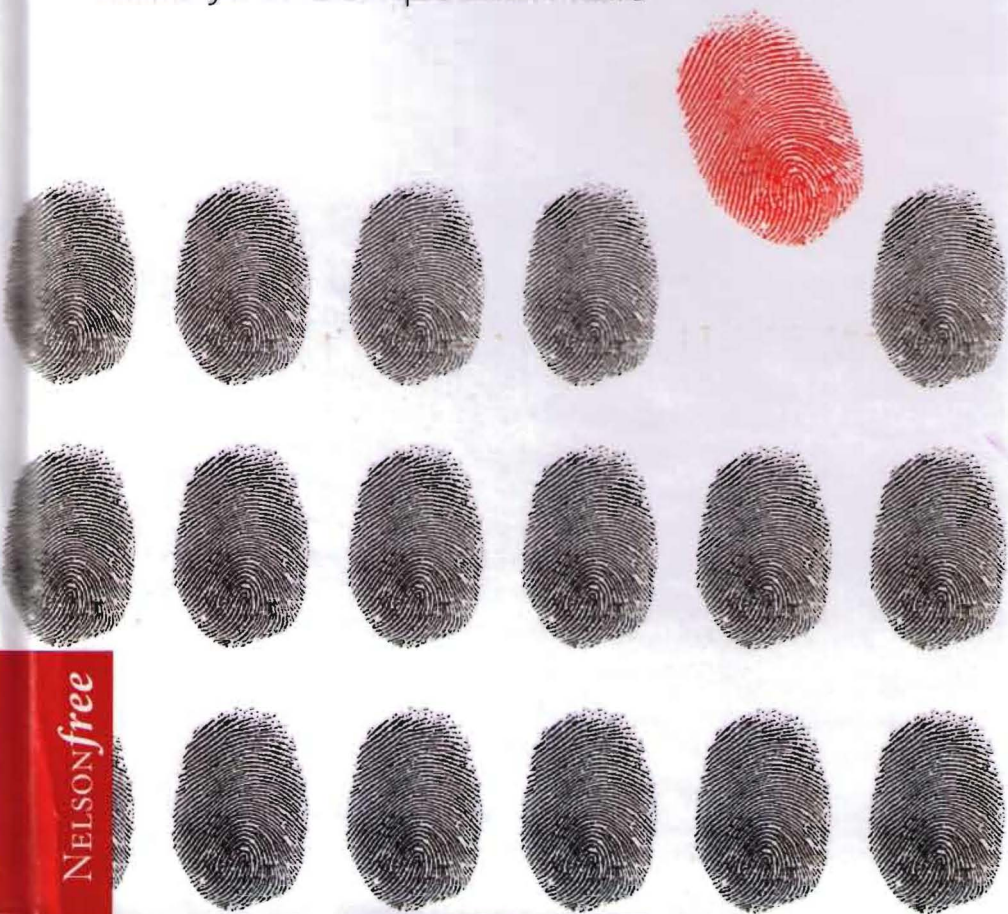


SCOTT MCKAIN

# COLLAPSE OF DISTINCTION

Stand out and move up  
while your competition fails



NELSONfree

Branding Strategy

<http://www.brandingstrategyinsider.com/2007/11/creating-brands.html>

The Expertise Marketplace

[http://expertisemarketing.typepad.com/marketplace/differentiation\\_positioning\\_branding/index.html](http://expertisemarketing.typepad.com/marketplace/differentiation_positioning_branding/index.html)

Ben Edwards's Marketing Blog

<http://writemarketinggroup.blogspot.com/2005/03/differentiation-is-key-to-real-success.html>

Seth Godin's Blog

[http://sethgodin.typepad.com/seths\\_blog/2004/04/differentiation.html](http://sethgodin.typepad.com/seths_blog/2004/04/differentiation.html)

Experience Solutions

<http://www.experiencesolutions.co.uk/blog/category/experience-design/>

Customer Experience Matrix

<http://customerexperiencematrix.blogspot.com/>

Customer Experience Blog

<http://maximumcustomerexperience.typepad.com/>