

Contents

	Preface	ix
1	We Just Decided to Go	1
2	What's Your Story?	27
3	Success Means You Know What Used to Work	53
4	The Commodity Trap	77
5	Your Brand Is Everything	97
6	The Three Rules	117
7	The New Customer Reality	139
8	Tiebreakers	159
9	Case Study: Tractor Supply Company	183
10	The Future Category of One	209
	Index	245
	About the Author	251