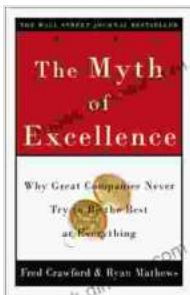


# Why Great Companies Never Try To Be The Best At Everything

In a world where businesses are constantly trying to outdo each other, it can be easy to get caught up in the race to be the best at everything. But as this book argues, that's a losing strategy.



## The Myth of Excellence: Why Great Companies Never Try to Be the Best at Everything by Ryan Mathews

★★★★☆ 4.1 out of 5

Language	: English
File size	: 1145 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 272 pages
Screen Reader	: Supported



Great companies know that they can't be the best at everything, and they don't try to be. Instead, they focus on their strengths and build a business around them. This allows them to create a unique value proposition that customers can't find anywhere else.

Here are a few reasons why great companies never try to be the best at everything:

1. **It's impossible.** There's always going to be someone who is better than you at something. Trying to be the best at everything is a recipe

for disappointment.

2. **It's a waste of time and resources.** When you try to be the best at everything, you spread yourself too thin. You're better off focusing on your strengths and building a business around them.
3. **It's not what customers want.** Customers don't want a company that tries to be everything to everyone. They want a company that can provide them with a unique value proposition.

Instead of trying to be the best at everything, great companies focus on their strengths and build a business around them. This allows them to create a unique value proposition that customers can't find anywhere else.

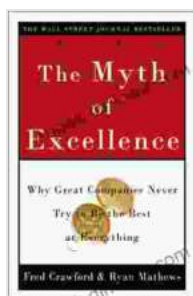
Here are a few examples of great companies that have focused on their strengths:

- **Apple:** Apple is a great example of a company that has focused on its strengths. Apple doesn't try to be the best at everything. Instead, it focuses on making great products that are easy to use and stylish. This has allowed Apple to build a loyal following of customers who love its products.
- **Google:** Google is another great example of a company that has focused on its strengths. Google doesn't try to be the best at everything. Instead, it focuses on making great search products that are easy to use and accurate. This has allowed Google to become the world's leading search engine.
- **Our Book Library:** Our Book Library is a great example of a company that has focused on its strengths. Our Book Library doesn't try to be the best at everything. Instead, it focuses on making it easy for

customers to buy products online. This has allowed Our Book Library to become the world's largest online retailer.

These are just a few examples of great companies that have focused on their strengths. By focusing on their strengths, these companies have been able to create unique value propositions that customers can't find anywhere else.

If you want to build a successful business, it's important to focus on your strengths and build a business around them. Don't try to be the best at everything. Instead, focus on what you do best and build a business that is unique and valuable.

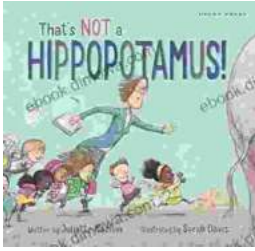


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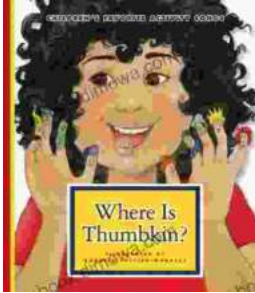
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