

Critical Praise for *BE DiFFERENT or be dead*

Osing demonstrates clearly throughout his book how to create a unique value and service proposition that positions your company differently and vastly ahead of the competition. He has re-energized me to focus on a strategy that truly makes my company indispensable to our customers.

**Frank Palmer, CEO
DDB Canada**

Speaking as a strategic consultant, one of the key struggles for many business leaders lies in their ability to think outside of the box and synthesize new strategic ideas. *BE DiFFERENT or be dead* accelerates strategic thinking and connects the dots in new and different ways.

**Ron Cox, President
Tailwind Consulting, Tampa Florida**

Roy Osing's *BE DiFFERENT or be dead* is a field guide for those who seek to excel in business. He delivers wisdom and years of experience in bite-sized lessons for success. This book is not simply re-packaging what others have said before, it is different. These are real-life lessons from the coal face, where businesses interface with customers. A must-read.

**Darcy Rezac, Managing Director and Chief Engagement Officer
Vancouver Board of Trade and Author, *Work the Pond!***

As someone who has been a part of the chamber of commerce movement for many years, I know many of our member businesses will designate *BE DiFFERENT or be dead* as required reading. In today's uncertain economic environment, entrepreneurs will take comfort from this easy-to-read and informative book.

**John Winter, President and CEO
BC Chamber of Commerce**

tBased on over thirty years' experience in marketing and the business community, Roy Osing provides a very clear and concise guide on how to stand out from the crowd in any competitive marketplace. This simple and straightforward book is a must-have for anyone trying to differentiate themselves and succeed in today's economy.

**John Gustavson, President and Chief Executive Officer
Canadian Marketing Association**

BE DiFFERENT or be dead is an essential read for anyone seeking to achieve real results in their organization.

**Don Calder, former President and CEO, BC Telecom, former CEO
Vancouver Whistler 2010 Bid Corporation**

Business is all about relationships/partnerships, understanding our customers' business and their needs, and creating solutions to grow their business. *BE DiFFERENT or be dead* is a definite aid for better 'service, service, service' thinking for our customers. It will teach you how best to brand your business and brand yourself.

**Jim 'JJ' Johnston, General Manager
Corus Radio Vancouver**

Every business must have a vision of how it is going to be effective in the marketplace. This book is one of the most useful I have seen in making sure that you choose the right vision. It is a must-read for anyone interested in superior business leadership.

Bill McCourt, professional mentor to CEOs, former CEO

For thirty years I have been working with leadership teams — in both large organizations and small start-ups — to take the performance of their organization to a new level. Roy Osing offers a rich and stimulating source of practical action for delighting customers and separating your organization from the pack — a must-read for anyone interested in what really works.

**Lorne Armstrong, President
Armstrong Consulting Group**

Roy Osing's new book provides great in-depth reference material for business consultants assisting owners in designing, implementing and monitoring a successful business strategy.

**Colin Brown, Business Consultant
ROCG Americas LLC**

BE DIFFERENT is the first business book I've read in twenty years that I didn't find boring. It's not a textbook. It's a hands-on, how-to manual and should become a well-used reference guide for business people everywhere. I commend Roy Osing for this fine addition to business education.

Mark Cullen, Corporate Director

A remarkably concise yet extensive course in some of the best management practices for today's turbulent business world. Great tips that can be put to use instantly!

**Don Babick, Corporate Director, former President and COO
Canwest Publications**

As a business leader for many different businesses over the years, I have learned the value of not just having a good strategy but, more importantly, the tireless execution of that strategy. Never have I found a business book that ties these two concepts together so well while offering so many practical and effective ways for an organization to enhance its performance.

**Tom Brauser, Vice President – Operations
Intrawest ULC**

Roy articulates how companies can compete and win using more unique attributes rather than best price. I found it personally very useful and timely to review his 'how to' on sustainable differentiation, so I could simplify and better communicate our own strategy.

**Chris Catliff, President and CEO
North Shore Credit Union**

Not just another management book, *BE DIFFERENT or be dead* is a how-to manual for executives. Read it, read it again, draft your road-map and prepare to reap the benefits of a be different organization.

**Mike Watson, President
Ignite Management Services Ltd.**

True to its title, this book is remarkably different than the myriad of business books those of us committed to leadership have read. Knowing Roy Osing from his work, we benefited greatly from many of his principles and approaches — these concepts will help you love and dazzle your customers!

**Arthur R. Tymos, President and Chief Executive Officer
Creation Technologies**

Who would have predicted the demise of so many venerable firms that we have witnessed in the past year? Those who dare to be different will survive; the rest will slowly fade away. *BE DIFFERENT or be dead* will help you align every part of your organization to be unique, different and consequently survive and indeed thrive!

**Terry Taciuk, President
Vancity Insurance**

In *BE DIFFERENT or be dead*, Roy Osing has condensed the wisdom and street-smarts gleaned from a stellar career as a senior executive into a practical and accessible guide for today's — and tomorrow's — leaders. I heartily recommend *BE DIFFERENT or be dead* for anyone who cares about customers, competition and career success.

**Rick Knowlan, President
Knowlan Consulting Group Inc.**

Roy has reminded us about something so simple yet so crucial; if you maintain a relentless focus on the customer, your brand strategy will never get off track.

**Jim Southcott, Chief Strategic Officer
TBWA\Vancouver**