



You Can't Ride Two Horses With One Ass: And Other Ways of Thinking That Will Help You Protect Your Brand

Kurt Bartolich

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What is the biggest threat to your company today? It's not disruption, competition, cyber attacks or the economy. The real enemy is between your ears. Thinking outside the box, scaling and partnerships can actually sabotage your business. Even your company mission can undermine it. *You Can't Ride Two Horses With One Ass* turns conventional thinking on its ear and teaches you a new ethos: How to grow your business by protecting your brand. Much like category-killers Southwest Airlines, Google and many of the author's own clients do, you'll learn how to think like a brand not a business, be more desirable instead of just more available, detect organizational blind spots that can subvert the brand, and build a bridge between company purpose and customer promise—the missing link to exceptional cultural engagement, brand fidelity and sustainable growth.

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