

# Steve Miller

KELLY'S DAD, MARKETING GUNSLINGER

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## UNCOPYABLE: HOW TO CREATE AN UNFAIR ADVANTAGE OVER THE COMPETITION

What separates average businesses from extraordinarily successful ones?

Better product? Your competitor will rapidly reverse-engineer your “secret sauce” and get their “better-than-yours” version on the market faster than you can say “Usain Bolt.”

Better customer service? All of your competitors say they provide the best customer service. It's a wishy-washy phrase...a vague generality meaning nothing.

Better pricing? You're kidding, right? The company that lives on price will die on price.

More harsh reality: Almost all industries today struggle with the increasing commoditization of their products and services, putting considerable pressure on prices and margins, leading to fiercer competition.

The Solution?

You must create an **Uncopyable Attachment** with your customers. They must see you as not only delivering a superior product but also a high-value relationship they simply cannot get anywhere else.

In Uncopyable, Steve Miller compellingly argues that new advantage isn't found by going “outside the box” - you must build your *own box*. Let Uncopyable serve as your guide to achieving an unfair and enduring competitive advantage.

### ABOUT STEVE MILLER:

Meetings & Conventions Magazine calls Steve Miller the **Idea Man** for his non-traditional, no-spin approach to marketing and branding.

Steve calls himself *Kelly's Dad*. That's who he *is*. His business title is *Marketing Gunslinger*. He helps businesses separate themselves from the competition and grow by achieving “*Uncopyable Superiority*.”

Since founding The Adventure LLC in 1984, Steve's consulting clients have ranged from entrepreneurs to Fortune 100 corporations, including Proctor & Gamble (he was involved in the Swiffer WetJet product introduction), Greystar Real Estate, Caterpillar, Boeing Airplane, Starbucks, Philips Electronics, and Coca-Cola.

Steve has presented over *1600 speeches and workshops* around the world in *127 different industries*, including the prestigious TED Conference.

Besides his seven books, Steve has written for and featured in over 250 publications, including *Fast Company*, *Business Week*, *Fortune*, *the Wall Street Journal*, *the Washington Post*, and *Highlights for Children*. (OK, he made that last one up.)